POINTER

QUARTERLY REPORT

Q4 FY26

ANZ Go-to-Market Hiring

End of financial year edition · calendar Q2 2026 · thirteen weekly readings, 5 April to 28 June 2026

$100,000
Median advertised base, held every week

–37%
Peak-to-trough fall in active GTM roles

17.1%
of GTM roles mention AI, led by Presales at 51.3%

8.7%
Agency-fronted share at its mid-June peak

Compiled by Ricky Pearl · Pointer Strategy · 20+ years as a sales leader across ANZ · pointerstrategy.com

EXECUTIVE SUMMARY

Five signals for revenue leaders

1. Hiring contracted for most of the quarter. Openings trailed closures in 9 of 12 weeks, bottoming at 4,856 active roles in late May.
2. Advertised pay bands held while volume fell. The median base sat at $100,000 every week, with the 25th percentile drifting up from $80k to $85k.
3. The cuts were uneven. Sales held its share (44 to 47 percent) while the technical and ops layer contracted in absolute terms.
4. Hiring went quieter. Agency-fronted listings rose from 6.1% to a mid-June peak of 8.7%, a signal of thinning internal talent teams.
5. AI entered the ad copy, unevenly. One in six GTM roles mentions AI, concentrated in the functions being cut.

01 · THE SHAPE

The quarter in one picture

Active ANZ GTM roles by week. Peaked at 7,730 in mid-April, bottomed at 4,856 in late May, then recovered into June. Closures outran openings in 9 of 12 weeks.

7,730
Quarter peak, week ending 12 Apr

4,856
Quarter trough, week ending 24 May

9 / 12
Weeks where closures beat openings

02 · BY FUNCTION

Sales held, the operating layer cracked

Sales held its share of demand while the operating and technical layer carried the contraction. Net change is peak-to-close.

FUNCTION	PEAK	TROUGH	CLOSE	NET Q4	MEDIAN BASE
Sales	3,436	2,135	3,068	-233	$100,000
Marketing	1,646	1,135	1,606	+55	$95,000
Account Management	1,057	566	970	+404	$100,000
Customer Success	824	185	269	-555	$90,000
Partnerships	315	153	211	-71	$125,000
Presales	425	153	165	-260	n/a
RevOps	176	47	77	-99	n/a
Growth	155	57	89	-66	n/a

What it costs to build a GTM team in ANZ

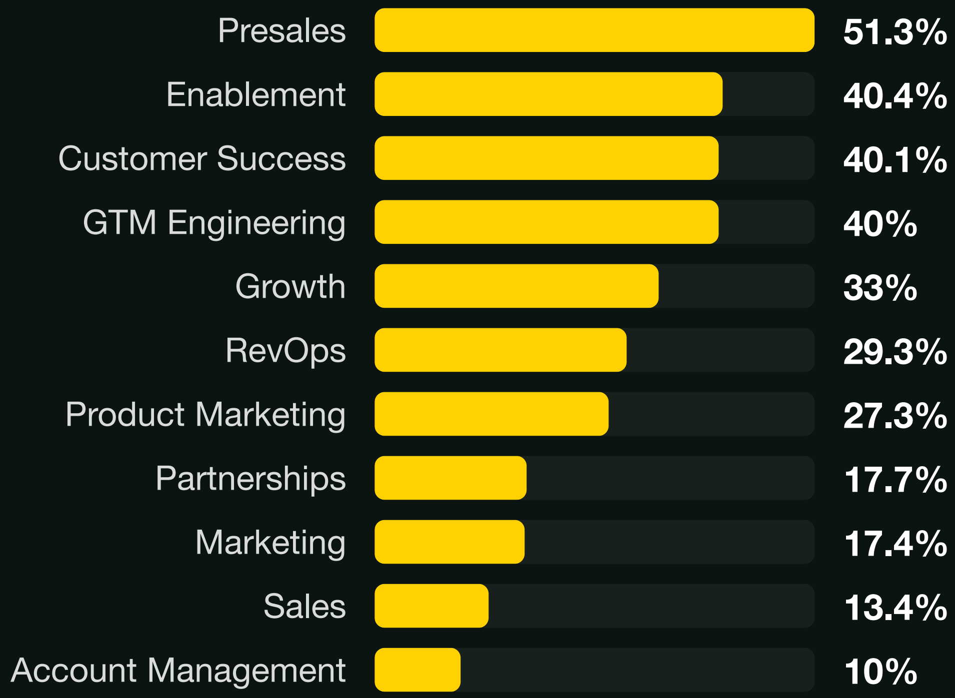
Indicative ANZ ranges, base and on-target earnings. A median hides the spread, so these run junior to senior. Full role-by-role breakdown at pointerstrategy.com/market-data/trends/q2-2026.

ROLE	BASE RANGE	OTE RANGE
BDR / SDR	$55,000 – $90,000	$85,000 – $120,000
Account Executive (SMB to Enterprise)	$90,000 – $225,000	$180,000 – $450,000
Business Development Manager	$95,000 – $175,000	$120,000 – $230,000
Sales Manager	$120,000 – $180,000	$150,000 – $250,000
Head of Sales / VP *	$170,000 – $280,000	$260,000 – $470,000
Account Manager	$80,000 – $150,000	$100,000 – $200,000
Customer Success Manager	$70,000 – $180,000	$88,000 – $225,000
Marketing Manager	$105,000 – $150,000	n/a
Head of Marketing *	$145,000 – $207,000	n/a
Partnerships Manager	$110,000 – $150,000	$120,000 – $187,000

* Leadership titles carry massive variance by company revenue, funding stage and team size, and are often inflated. Read as a guide, not a rule.

Companies want AI most in the roles they are cutting

AI mention rate across all active GTM roles (n=8,209). The functions asking for AI fluency most are the same ones that shrank this quarter.



51.3%

of Presales roles ask for AI fluency, the highest of any function. Presales also shed 260 roles, and Customer Success 555.

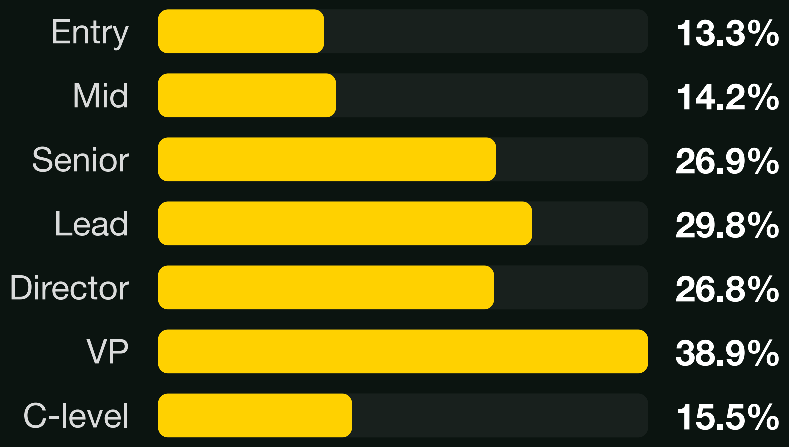
Account Management, the function that grew most (+404), mentions AI the least, at 10%.

04 · THE AI SPLIT

AI demand against the hiring change

FUNCTION	AI RATE	Q4 NET
Presales	51.3%	-260
Enablement	40.4%	-50
Customer Success	40.1%	-555
GTM Engineering	40%	-84
Growth	33%	-66
RevOps	29.3%	-99
Product Marketing	27.3%	-45
Partnerships	17.7%	-71
Marketing	17.4%	+55
Sales	13.4%	-233
Account Management	10%	+404

AI MENTION RATE BY SENIORITY



The AI bar is set in the middle of the org chart: senior individual contributors and team leads, not juniors and not, in the words of the ad, the C-suite.

Sydney pays the premium and owns the AI demand

Active GTM roles by city at quarter close. Sales mix rises with distance from the harbour; AI demand falls.

CITY	ACTIVE GTM	MEDIAN BASE	AI RATE	SALES MIX
Sydney	2,650	$105,000	24.2%	41%
Melbourne	1,602	$100,000	16.2%	45.1%
Brisbane	698	$100,000	9.7%	52.1%
Perth	475	$100,000	7.6%	58.1%
Adelaide	242	$95,000	6.6%	55%
Auckland	257	n/a	19.5%	35.4%

06 · LEADERBOARD

Most active GTM hirers

Direct employer postings only, GTM-classified, across Q4. Agency and job-board listings excluded.

1	Salesforce	232
2	Amazon Web Services	224
3	Datacom	213
4	Google	169
5	Amazon	158
6	Commonwealth Bank	157
7	Microsoft	148
8	Southern Cross Austereo	142
9	WPP Media	129
10	Flight Centre	125
11	Schneider Electric	125
12	Telstra	123
13	Stryker	119
14	News Corp Australia	112
15	DuluxGroup	111
16	Team Global Express	110

Five things Q1 will answer

Openings-to-closures ratio

Closures outran openings in 9 of 12 weeks. Hold above 1.0 for three straight weeks in Q1 and the contraction is over.

Active GTM roles

Cross and hold 7,000 again and the market has recovered to its April level. Stay under 5,500 and 2026 is a structurally smaller market.

The technical and ops layer

Presales, CS, RevOps and Enablement lost a combined 964 roles. If they stop shrinking, the AI-ops layer is re-sized. If not, the cuts are structural.

AI mention rate

AI sits in 17.1% of GTM ads. Cross 25% and AI fluency is a baseline, not a differentiator. Watch it spread from the technical layer into Sales.

The $100,000 median

Advertised base has not moved in 13 weeks. The first quarter it breaks, up or down, is the quarter bands reprice.

What to do with this

For the CRO or revenue leader

A buyer's market in exactly the place you build capability. Least competition in the technical and ops layer. Bands held at $100k, so no lowballing, but little competition for these hires. Account Management is the one function rivals are still building. If you want AI-ops capability, this is the cheapest it has been to hire one.

For the hiring manager

The supply side is in your favour. Roles fill in about four days and the shrinking functions have deep candidate pools. For leadership hires, ignore the title and benchmark on scope: a VP at a sub $1m ARR startup and one at a scaleup are different jobs.

For the candidate or operator

The resilient roles were Account Management and front-line Sales. The squeezed roles were the technical and ops layer. AI fluency is now expected at senior IC and team-lead level, so if you have it, name it. And Sydney still pays the premium.

METHODOLOGY

How the index is built

The Pointer Index counts active GTM job listings across Australia and New Zealand, refreshed daily from LinkedIn, Seek and company career sites. The counting unit is the active listing, not the unique vacancy. Each listing is classified by function, role and seniority by a large language model; only genuine go-to-market roles are kept. Agency listings are excluded from function and salary analysis and reported separately in aggregate.

Salary blends published ANZ guide ranges, live disclosed salaries weighted by sample, and community submissions. AI figures scan the full job description and measure ad language, not role substance. The tracker turned on the week ending 5 April 2026, so all highs and lows refer to the thirteen weeks on hand. Entry-level, leadership and AI-adjacent share are reported only from the week ending 14 June after a classification change. If a number is wrong, we correct it openly in the next edition.

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Read the full interactive report and live data

pointerstrategy.com/market-data/trends/q2-2026