

2024

INDUSTRY SALARY
GUIDE

COMMERCIAL / RESIDENTIAL

▶ Building Materials ▶ Interior Products



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What makes us different



Smarter hires.
Better results.™

The Bridger Group is the premier recruitment agency specializing in the building materials and commercial/residential interior products industry. We take pride in our exceptional track record of delivering excellent results by understanding the unique needs of both clients and candidates.

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Our industry expertise and focus are second to none, which is why companies have chosen to partner with us over the last 56 years. But what keeps them coming back is our dedication to delivering on every search. Our placement process is designed to fast-track highly qualified candidates, with an average of just ten business days from start to introduction.

But speed doesn't mean sacrificing quality. With a laser-like focus on every job search, we're able to present an impressive four candidates for every hire within an average of just 44 calendar days.

We know companies don't have time to sift through endless candidates, which is why our proven success rate means they spend less time interviewing to find the right fit. And with placement statistics that are 25% higher than the industry average, we're confident in our ability to find top talent that will make a difference.

Our candidates have a 93% retention rate after one year of employment and 98% after two years. For companies looking to build their revenue and market share, partnering with us means keeping their top talent for the long haul.

At The Bridger Group, integrity matters. We are consistently delivering on our promises, having made almost 500 placements in the last year and a half within the industry. Choose us and experience the difference firsthand.



The #1 question for 2024: Where is the economy headed?

In 2023, economic uncertainty was on everyone's mind. Businesses were concerned about interest rates and GDP, as well as stagnation and inflation.

If you were asked in January 2023 where we'd be today, what would you have predicted?

An uncertain start

In an attempt to slow inflation, the Fed increased rates 11 times during 2022-2023. This helped to reduce the red-hot inflation rates that were eating into the purchasing power of everyday Americans. Since July 2023, the Fed has held rates steady, though, and its signaled rates could begin to decline soon.

Other numbers also look promising moving into 2024. Inflation is down from a high of 9.06% to 3.1%. The S&P had a solid return of 26.29% in 2023, and the Dow was up 16.18%. The GDP increased at an annual rate of 3.2% in the fourth quarter of 2023 and unemployment is currently at 3.9%.

Will politics play a role?

Despite the uncertainty that elections can cause, national election years historically bring less market volatility. For example, in 2016, there were only three times in which the market pulled back 5% or more—that's much lower than the historical average for volatility. In 2012, this only happened twice. (Recent exceptions of market volatility include 2008 and 2020—the Great Recession and Covid-19—both of which were not due to an election.)

Looking ahead to 2024

We're clearly past the post-pandemic years of 2021-2022 in which the building products industry came out like a slingshot as Americans spent their stimulus checks on home renovations and upgrades. In 2023, with those checks gone and interest rates and economic uncertainty up, many companies paid the piper for a while. But by the end of 2023 and moving into 2024, interest rates are holding steady, inflation is going down, and unemployment continues to be low. Now the Fed is talking about lowering interest rates, and we're moving into an election year, which contrary to popular belief, has historically meant less market volatility.

Despite the fear we began 2023 with of an impending recession, it looks as if we might have made a soft landing and can reasonably expect good things to come for 2024!

Now the question is: Are you prepared for growth?



2024 salary numbers

At The Bridger Group, our unparalleled focus on the building materials and commercial/residential interior products industry has given us unique industry insights and expertise.

COMMERCIAL BUILDING PRODUCTS

Design

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Building Science Specialist	\$80,000.00	\$100,000.00	\$120,000.00	\$80,000.00	\$100,000.00	\$120,000.00
Business Development Design Manager	\$150,000.00	\$162,500.00	\$175,000.00	\$172,500.00	\$186,875.00	\$201,250.00
Commercial Truss Designer	\$70,000.00	\$82,500.00	\$95,000.00	\$70,000.00	\$82,500.00	\$95,000.00
Design Manager	\$80,000.00	\$100,000.00	\$120,000.00	\$80,000.00	\$100,000.00	\$120,000.00
Remote Component Designer	\$70,000.00	\$95,000.00	\$120,000.00	\$70,000.00	\$95,000.00	\$120,000.00
Software Trainer	\$80,000.00	\$90,000.00	\$100,000.00	\$90,000.00	\$100,000.00	\$110,000.00

Note Information in this 2024 Salary Guide was gathered from a variety of reliable sources including the U.S. Bureau of Labor Statistics, online resources, and our direct experience in compensation from the last twelve months of executive search and placement activity. The content represents The Bridger Group's analysis of information obtained from sources believed to be reliable. No representation or warranty (express or implied) is given as to the accuracy and completeness of the information contained in the publication.



COMMERCIAL BUILDING PRODUCTS

Engineering

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Building Envelope Application Engineer	\$75,000.00	\$97,500.00	\$120,000.00	\$75,000.00	\$75,000.00	\$75,000.00
Commercial Codes and Standards Manager	\$120,000.00	\$142,500.00	\$165,000.00	\$120,000.00	\$142,500.00	\$165,000.00
Controls Engineer	\$140,000.00	\$150,000.00	\$160,000.00	\$140,000.00	\$150,000.00	\$160,000.00
Engineering Manager	\$125,000.00	\$142,500.00	\$160,000.00	\$125,000.00	\$142,500.00	\$160,000.00
Field Service Technician	\$85,000.00	\$92,500.00	\$100,000.00	\$93,500.00	\$101,750.00	\$110,000.00
Maintenance Supervisor	\$105,000.00	\$122,500.00	\$140,000.00	\$120,000.00	\$140,000.00	\$160,000.00
Mechanical Engineer	\$65,000.00	\$71,250.00	\$77,500.00	\$84,000.00	\$89,750.00	\$95,500.00
Project Engineer	\$87,500.00	\$111,250.00	\$135,000.00	\$95,000.00	\$119,500.00	\$144,000.00
Process Engineer	\$90,000.00	\$100,000.00	\$110,000.00	\$100,000.00	\$110,000.00	\$120,000.00
R&D Engineer	\$70,000.00	\$100,000.00	\$130,000.00	\$70,000.00	\$100,000.00	\$130,000.00
Regional Product Director	\$150,000.00	\$165,000.00	\$180,000.00	\$180,000.00	\$198,000.00	\$216,000.00
Research Technologies	\$55,000.00	\$65,000.00	\$75,000.00	\$56,650.00	\$66,950.00	\$77,250.00
Senior Design Engineer	\$90,000.00	\$95,000.00	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00
Structural Engineer	\$106,000.00	\$113,500.00	\$121,000.00	\$130,000.00	\$143,500.00	\$157,000.00
Technical Engineer	\$85,000.00	\$92,500.00	\$100,000.00	\$97,750.00	\$106,375.00	\$115,000.00



COMMERCIAL BUILDING PRODUCTS

Finance

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Controller	\$80,000.00	\$90,000.00	\$100,000.00	\$100,000.00	\$110,000.00	\$120,000.00

Marketing

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Marketing Manager	\$80,000.00	\$90,000.00	\$100,000.00	\$80,000.00	\$90,000.00	\$100,000.00
Product Designer II	\$90,000.00	\$100,000.00	\$110,000.00	\$94,500.00	\$105,000.00	\$115,500.00
Product Manager	\$102,000.00	\$114,750.00	\$127,500.00	\$115,000.00	\$130,000.00	\$145,000.00
Vice President of Marketing	\$150,000.00	\$187,500.00	\$225,000.00	\$180,000.00	\$215,000.00	\$250,000.00



COMMERCIAL BUILDING PRODUCTS

Operations

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Assistant Operations Manager	\$80,000.00	\$90,000.00	\$100,000.00	\$80,000.00	\$90,000.00	\$100,000.00
Assistant Project Manager	\$50,000.00	\$55,000.00	\$60,000.00	\$60,000.00	\$65,000.00	\$70,000.00
CRM Project Manager	\$10,000.00	\$67,500.00	\$125,000.00	\$105,000.00	\$118,125.00	\$131,250.00
Director of Customer Experience	\$80,000.00	\$90,000.00	\$100,000.00	\$100,000.00	\$112,500.00	\$125,000.00
Field Technical Representative	\$60,000.00	\$70,000.00	\$80,000.00	\$80,000.00	\$90,000.00	\$100,000.00
General Manager	\$150,000.00	\$173,750.00	\$197,500.00	\$195,000.00	\$215,000.00	\$235,000.00
HR Business Partner	\$90,000.00	\$100,000.00	\$110,000.00	\$103,500.00	\$115,000.00	\$126,500.00
Materials Planning Manager	\$100,000.00	\$112,500.00	\$125,000.00	\$140,000.00	\$150,000.00	\$160,000.00
Operations Manager	\$102,000.00	\$110,500.00	\$119,000.00	\$112,000.00	\$126,000.00	\$140,000.00
Plant Manager	\$140,000.00	\$145,000.00	\$150,000.00	\$168,000.00	\$174,000.00	\$180,000.00
Project Manager	\$72,000.00	\$83,000.00	\$94,000.00	\$78,000.00	\$89,000.00	\$100,000.00
Service Technician	\$45,000.00	\$55,000.00	\$65,000.00	\$45,000.00	\$55,000.00	\$65,000.00
Sr. HR Manager	\$90,000.00	\$100,000.00	\$110,000.00	\$90,000.00	\$100,000.00	\$110,000.00
Technical Trainer	\$80,000.00	\$105,000.00	\$130,000.00	\$80,000.00	\$105,000.00	\$130,000.00
Vice President of Operations	\$140,000.00	\$145,000.00	\$150,000.00	\$154,000.00	\$159,500.00	\$165,000.00

Sales

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Account Manager	\$85,000.00	\$92,500.00	\$100,000.00	\$120,000.00	\$130,000.00	\$140,000.00
Aftermarket Sales Representative	\$82,000.00	\$94,500.00	\$107,000.00	\$110,000.00	\$117,500.00	\$125,000.00
Architectural Sales Representative	\$95,000.00	\$105,000.00	\$115,000.00	\$112,500.00	\$118,750.00	\$125,000.00



COMMERCIAL BUILDING PRODUCTS

Sales

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Business Development Manager	\$95,000.00	\$106,250.00	\$117,500.00	\$100,000.00	\$112,500.00	\$125,000.00
Commercial Market Manager	\$80,000.00	\$92,500.00	\$105,000.00	\$100,000.00	\$115,625.00	\$131,250.00
Commercial Sales Manager	\$85,000.00	\$102,500.00	\$120,000.00	\$106,000.00	\$128,000.00	\$150,000.00
Commercial Sales Representative	\$80,000.00	\$90,000.00	\$100,000.00	\$100,000.00	\$112,500.00	\$125,000.00
COO	\$300,000.00	\$325,000.00	\$350,000.00	\$420,000.00	\$455,000.00	\$490,000.00
Director of Business Development	\$145,000.00	\$152,500.00	\$160,000.00	\$171,000.00	\$179,000.00	\$187,000.00
Director of Sales	\$166,250.00	\$181,250.00	\$196,250.00	\$209,000.00	\$227,250.00	\$245,500.00
District Sales Manager	\$70,000.00	\$77,000.00	\$84,000.00	\$104,000.00	\$119,500.00	\$135,000.00
Electronic Sales Engineer	\$90,000.00	\$107,500.00	\$125,000.00	\$100,000.00	\$125,000.00	\$150,000.00
Inside Sales Manager	\$115,000.00	\$120,000.00	\$125,000.00	\$132,250.00	\$138,000.00	\$143,750.00
Kitchen Channel Manager	\$90,000.00	\$100,000.00	\$110,000.00	\$110,000.00	\$120,000.00	\$130,000.00
National Account BDM	\$150,000.00	\$175,000.00	\$200,000.00	\$150,000.00	\$175,000.00	\$200,000.00
National Sales Engineer	\$100,000.00	\$105,000.00	\$110,000.00	\$100,000.00	\$105,000.00	\$110,000.00
Private Label and OEM Sales Manager	\$80,000.00	\$90,000.00	\$100,000.00	\$100,000.00	\$110,000.00	\$120,000.00
Product Representative	\$80,000.00	\$85,000.00	\$90,000.00	\$100,000.00	\$105,000.00	\$110,000.00
Project Manager	\$120,000.00	\$142,500.00	\$165,000.00	\$120,000.00	\$142,500.00	\$165,000.00
Regional Sales Manager	\$124,000.00	\$135,875.00	\$147,750.00	\$141,000.00	\$158,000.00	\$175,000.00
Senior Vice President of Sales & Marketing	\$200,000.00	\$225,000.00	\$250,000.00	\$280,000.00	\$315,000.00	\$350,000.00
Senior Sales Support Specialist	\$60,000.00	\$65,000.00	\$70,000.00	\$75,000.00	\$80,000.00	\$85,000.00
Technical Sales Manager	\$93,000.00	\$105,500.00	\$118,000.00	\$120,000.00	\$133,100.00	\$146,200.00
Territory Sales Manager	\$76,500.00	\$87,250.00	\$98,000.00	\$130,000.00	\$140,000.00	\$150,000.00
Vice President of Sales	\$197,000.00	\$214,000.00	\$231,000.00	\$264,000.00	\$290,000.00	\$316,000.00



COMMERCIAL INTERIORS

Sales

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Architectural Sales Representative	\$160,000.00	\$180,000.00	\$200,000.00	\$200,000.00	\$215,000.00	\$230,000.00
Business Development Manager	\$102,500.00	\$118,750.00	\$135,000.00	\$138,500.00	\$148,750.00	\$159,000.00
Director of Business Development	\$100,000.00	\$112,500.00	\$125,000.00	\$175,000.00	\$200,000.00	\$225,000.00
Director of Sales	\$175,000.00	\$200,000.00	\$225,000.00	\$225,000.00	\$237,500.00	\$250,000.00
Learning Environment Specialist	\$70,000.00	\$80,000.00	\$90,000.00	\$112,000.00	\$128,000.00	\$144,000.00
National Sales Manager	\$145,000.00	\$152,500.00	\$160,000.00	\$175,000.00	\$187,500.00	\$200,000.00
Regional Sales Manager	\$100,000.00	\$110,000.00	\$120,000.00	\$140,000.00	\$150,000.00	\$160,000.00
Sales Representative	\$65,000.00	\$71,000.00	\$77,000.00	\$93,000.00	\$99,000.00	\$105,000.00
Senior Vice President of Sales	\$200,000.00	\$240,625.00	\$281,250.00	\$231,250.00	\$265,625.00	\$300,000.00



RESIDENTIAL BUILDING PRODUCTS

Design

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
EWP Designer	\$65,000.00	\$72,500.00	\$80,000.00	\$65,000.00	\$75,000.00	\$85,000.00
Software Consultant	\$80,000.00	\$90,000.00	\$100,000.00	\$80,000.00	\$90,000.00	\$100,000.00
Sr. Director of Design Methods	\$140,000.00	\$150,000.00	\$160,000.00	\$150,000.00	\$162,500.00	\$175,000.00

Engineering

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Project Engineer	\$90,000.00	\$115,000.00	\$140,000.00	\$99,000.00	\$126,500.00	\$154,000.00

Manufacturing

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Vice President of Manufacturing	\$100,000.00	\$112,500.00	\$125,000.00	\$100,000.00	\$112,500.00	\$125,000.00



RESIDENTIAL BUILDING PRODUCTS

Marketing

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Director of Marketing	\$130,000.00	\$142,500.00	\$155,000.00	\$156,000.00	\$171,000.00	\$186,000.00
Marketing Manager	\$90,000.00	\$105,000.00	\$120,000.00	\$100,000.00	\$115,000.00	\$130,000.00
Product Manager	\$105,000.00	\$112,500.00	\$120,000.00	\$112,500.00	\$120,150.00	\$127,800.00
Senior Product Manager	\$110,000.00	\$117,500.00	\$125,000.00	\$126,500.00	\$135,125.00	\$143,750.00
Senior Retail Channel Marketing Manager	\$110,000.00	\$120,000.00	\$130,000.00	\$121,000.00	\$132,000.00	\$143,000.00

Operations

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Branch Manager	\$75,000.00	\$82,500.00	\$90,000.00	\$122,000.00	\$129,500.00	\$137,000.00
General Manager	\$90,000.00	\$97,500.00	\$105,000.00	\$116,000.00	\$127,500.00	\$139,000.00
Operations Manager	\$70,000.00	\$75,000.00	\$80,000.00	\$85,000.00	\$90,000.00	\$95,000.00
Plant Manager	\$120,000.00	\$133,750.00	\$147,500.00	\$123,750.00	\$138,375.00	\$153,000.00
Service Manager	\$80,000.00	\$100,000.00	\$120,000.00	\$80,000.00	\$100,000.00	\$120,000.00
Technical Service Specialist	\$85,000.00	\$92,500.00	\$100,000.00	\$85,000.00	\$92,500.00	\$100,000.00



RESIDENTIAL BUILDING PRODUCTS

Sales

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Branch Manager	\$95,000.00	\$110,800.00	\$126,600.00	\$120,000.00	\$143,500.00	\$167,000.00
Business Development Manager	\$82,500.00	\$91,250.00	\$100,000.00	\$115,000.00	\$125,000.00	\$135,000.00
Director of Hospitality Sales	\$160,000.00	\$177,500.00	\$195,000.00	\$236,000.00	\$256,500.00	\$277,000.00
District Sales Manager	\$101,500.00	\$118,250.00	\$135,000.00	\$118,000.00	\$135,900.00	\$153,800.00
E&O Sales Manager	\$125,000.00	\$137,500.00	\$150,000.00	\$150,000.00	\$165,000.00	\$180,000.00
Field Sales Manager	\$50,000.00	\$85,000.00	\$120,000.00	\$60,000.00	\$102,000.00	\$144,000.00
Inside Sales Representative	\$50,000.00	\$62,500.00	\$75,000.00	\$60,000.00	\$70,000.00	\$80,000.00
Market Development Manager	\$75,000.00	\$82,500.00	\$90,000.00	\$100,000.00	\$108,750.00	\$117,500.00
National Account Manager	\$120,000.00	\$127,000.00	\$134,000.00	\$173,000.00	\$180,750.00	\$188,500.00
Product Manager	\$90,000.00	\$95,000.00	\$100,000.00	\$94,000.00	\$98,850.00	\$103,700.00
Regional Sales Manager	\$93,000.00	\$109,000.00	\$125,000.00	\$120,000.00	\$160,000.00	\$200,000.00
Sales Manager	\$75,000.00	\$80,000.00	\$85,000.00	\$80,000.00	\$87,500.00	\$95,000.00
Senior Account Manager	\$170,000.00	\$180,000.00	\$190,000.00	\$272,000.00	\$288,000.00	\$304,000.00
Technical Sales Specialist	\$70,000.00	\$72,500.00	\$75,000.00	\$90,000.00	\$92,500.00	\$95,000.00
Technical Service Representative	\$75,000.00	\$80,000.00	\$85,000.00	\$75,000.00	\$80,000.00	\$85,000.00
Territory Sales Manager	\$75,000.00	\$86,000.00	\$97,000.00	\$100,000.00	\$112,500.00	\$125,000.00
Trade Account Manager	\$80,000.00	\$95,000.00	\$110,000.00	\$92,000.00	\$109,250.00	\$126,500.00



RESIDENTIAL INTERIORS

Design

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Senior Interior Designer	\$75,000.00	\$82,500.00	\$90,000.00	\$75,000.00	\$82,500.00	\$90,000.00

Engineering

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Project Manager	\$90,000.00	\$95,000.00	\$100,000.00	\$90,000.00	\$95,000.00	\$100,000.00

Finance

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Adminstration Supervisor	\$85,000.00	\$90,000.00	\$95,000.00	\$85,000.00	\$90,000.00	\$95,000.00

Marketing

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Vice President Category Strategy & Execution	\$160,000.00	\$170,000.00	\$180,000.00	\$224,000.00	\$238,000.00	\$252,000.00



RESIDENTIAL INTERIORS

Operations

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Director of Operations	\$115,000.00	\$120,000.00	\$125,000.00	\$138,000.00	\$144,000.00	\$150,000.00

Sales

Job Title	Base Low	Base Mid	Base High	Total Low	Total Mid	Total High
Sales Representative	\$73,750.00	\$80,000.00	\$86,250.00	\$92,000.00	\$100,750.00	\$109,500.00
Vice President of Sales	\$175,000.00	\$187,500.00	\$200,000.00	\$200,000.00	\$225,000.00	\$250,000.00



What matters to candidates

In the building materials and commercial/residential interior products industry, salary is important for candidates when choosing one company over another. However, there are other factors to consider when designing a compensation package that successfully attracts and retains top talent.

Culture remains important

Candidates continue to look for companies that prioritize a healthy and positive culture. The Great Resignation saw record employment turnover as employees reevaluated their priorities. MIT Sloan Management Review reported that a toxic culture is 10.4 times more likely to contribute to attrition than compensation. According to a Glassdoor survey, 77 percent of employees “consider a company’s culture” before seeking a job. Another 56 percent said a good workplace culture is “more important than salary” for job satisfaction.

A desire to maintain flexibility, even if no longer remote

Employees are getting called back into the office, and many are not happy about it. They’ve gotten used to flexibility and taking it away will be a big adjustment. If you’re among the many companies calling your workers in, the process for how it is done is important. Be ready to have hard conversations, but also come prepared to offer compromises that help team members make a healthy transition.

While it’s impossible to rewind the workplace back to pre-2020, we can focus on finding ways to offer employees flexibility while ensuring performance results. Flexibility matters to them, so be ready for a potential shortage of those willing to come back in—and have a gameplan to meet this challenge.

A need to feel secure about the future

Candidates are concerned about the economy and feel a need to understand where it’s heading. The more you educate your team about the realities—rather than the rumblings they hear—the better. The Fed is currently holding interest rates steady, and all indications point toward more money flowing back into the market and into building construction. This means we’ve likely made a soft landing after a tumultuous few years and are potentially on the cusp of an exciting year ahead.



Positions on the rise in building materials: Marketing

We saw a 200% increase
in hiring for marketing roles
from 2022 to 2023.

Sources:

► <https://www.investopedia.com/next-fed-meeting-7551561#:~:text=The%20Latest%20Fed%20Moves,During%20the%20most&text=However%2C%20Fed%20Chairman%20Powell%20indicated,%25%2D5.50%25%20since%20July%202023.> ► <https://www.bea.gov/news/glance> ► https://ycharts.com/indicators/us_inflation_rate ► <https://sloanreview.mit.edu/article/toxic-culture-is-driving-the-great-resignation/> ► <https://www.glassdoor.com/employers/blog/mission-culture-survey/> ► <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying> ► <https://www.prnewswire.com/news-releases/green-building-materials-market-size-worth-653-41-billion-globally-by-2028-at-10-5-cagr-verified-market-research-301415278.html>

How can adding a marketing role help your building materials or commercial/residential interior products company?

- Marketing helps companies connect with potential customers, differentiate themselves and their products from competition, and grow their business.
- Communicating a clear message into the marketplace not only cultivates new customers, but also retains current clients.
- More customers are looking for personalized experiences, and companies that demonstrate consumer intimacy will generate faster revenue growth than their peers. According to McKinsey & Company's Next in Personalization Report, 71% of consumers expect personalization and 76% get frustrated when they don't find it.
- Consumers care about a company's commitment to responsible business practices and sustainable methods. Highlighting your commitment to corporate social responsibility can increase your reputation and customer loyalty.
- Valued at \$256.51 billion in 2020, the Global Green Building Materials Market is projected to reach \$653.41 billion by 2028. The ever-growing demand for energy-efficient buildings and green building regulations in commercial and residential sectors means that if you produce green building materials, you need to be marketing them directly to groups looking for environmentally friendly products.

In today's world of digital media, telling your story can have far-reaching effects. A company's products, vision and values are all key components for attracting customers and talent—and a marketing team can help tell that story in compelling ways to even larger audiences.