
MARKET FACTS!

MARKET FACT #331

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113M

DOLLARS is the amount of the total compensation for the new CEO of Starbucks, Brian Niccol.

DATE: September 9, 2024

COMMENT: [A Founder's Card was recently published on the necessity of a CMO](#). Despite some companies phasing out the role, CEOs will likely never go away because companies do need a smart leader with sharp strategic vision. Besides the number above, [the CEO of Starbucks also gets a compensation package of \\$10 MILLION sign-on bonus and a \\$75 MILLION equity grant. And that's on top of Niccol's annual \\$1.6 MILLION salary and an annual cash bonus that could range from \\$3.6 MILLION to \\$7.2 MILLION](#) – [SOURCE: Fortune Newsletter, September 9, 2024](#). Businesses need strategic leaders, remember?

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