



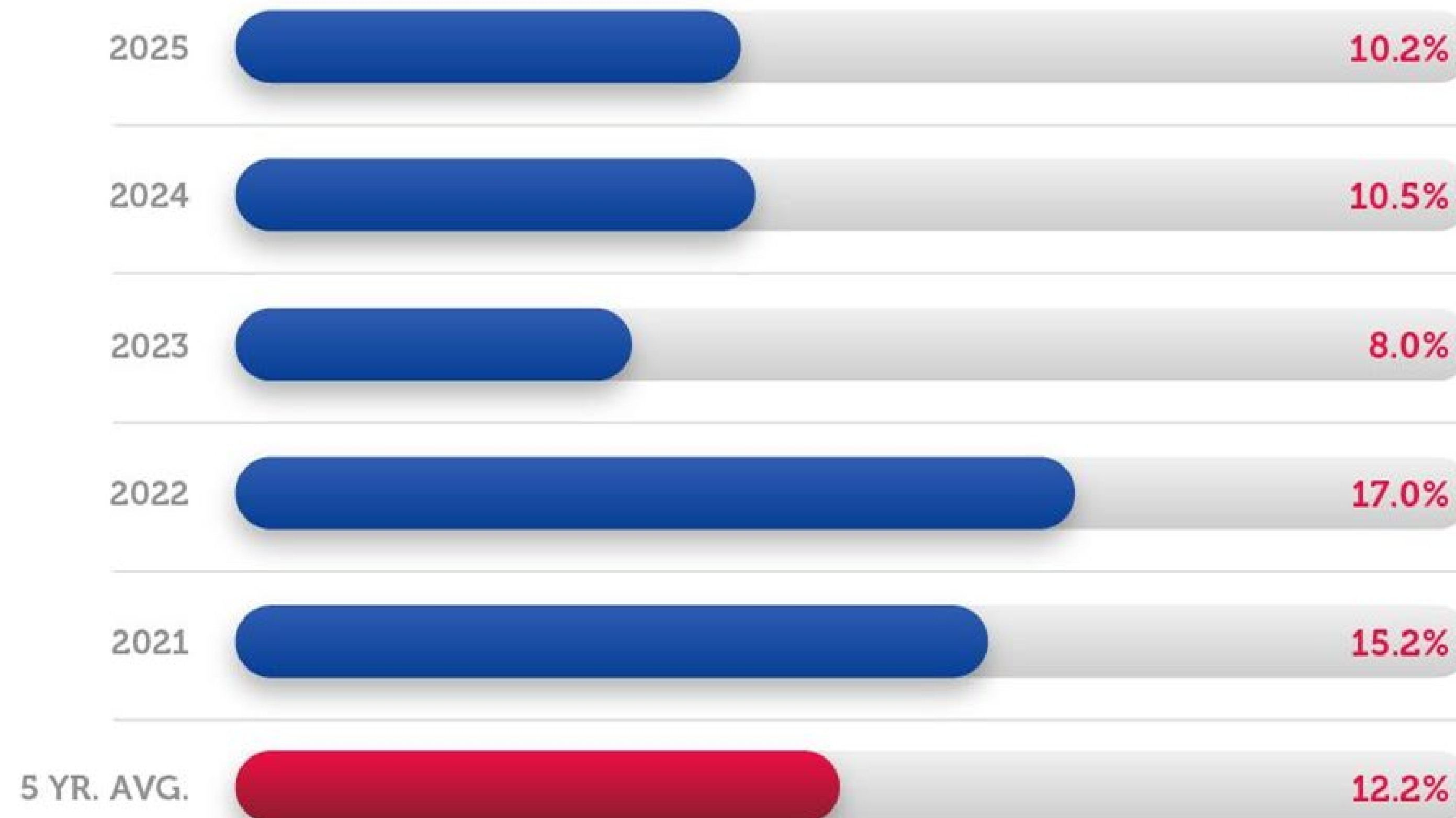
Michael Patino
michael@payprweight.com
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Executive Compensation: Signals, Strategy, and Advancement

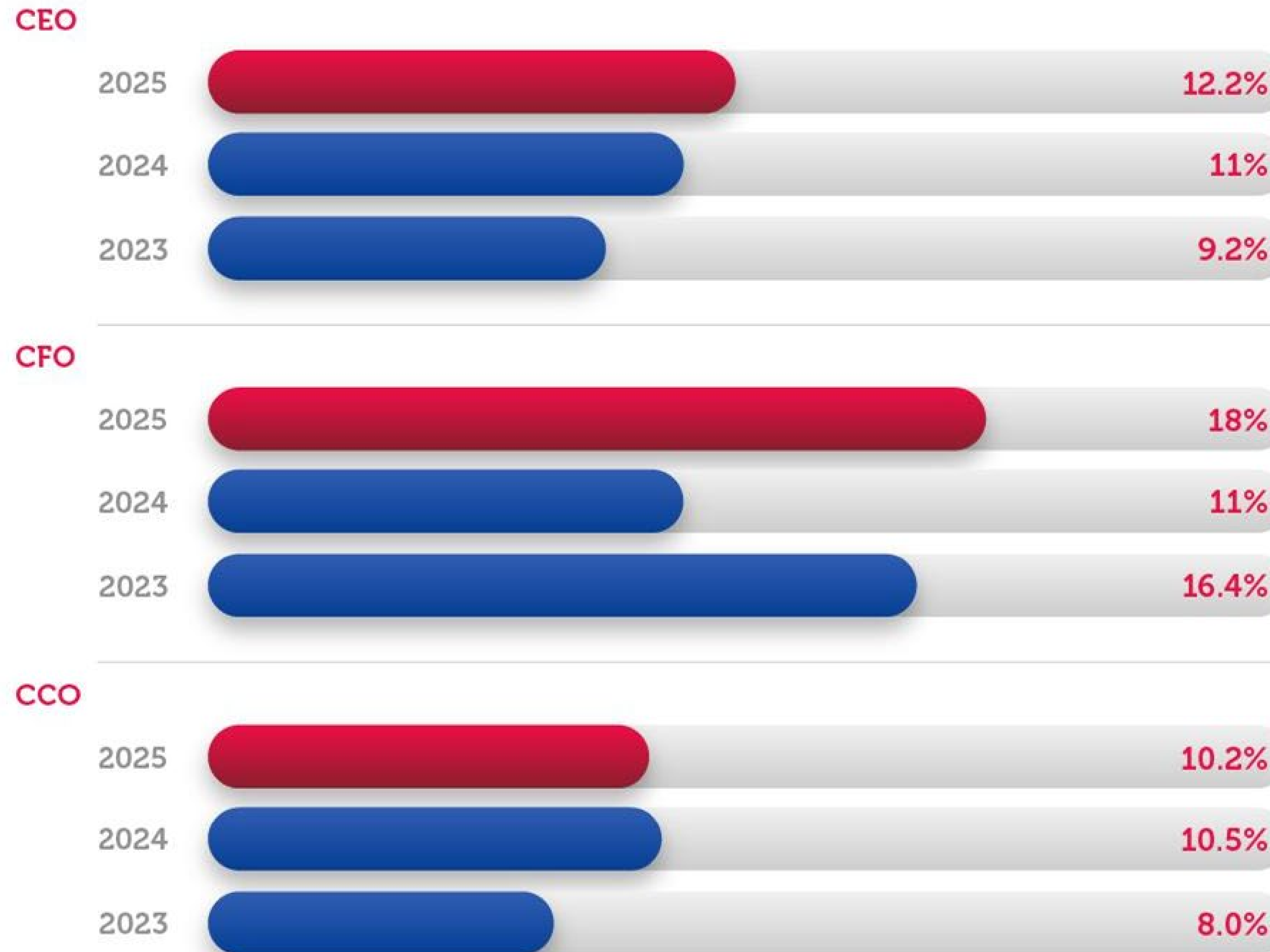
Question 1:

What is the market like for Public Affairs or Corporate Affairs roles these days?

CCO Turnover in the U.S.



C-Suite Turnover in the U.S.



Why CCOs Were Asked to Depart

1 Lack of Business Credibility

CEOs wanted CCOs to strategize in the language of business, not frame strategy through moral or cultural obligations alone.

2 Inability to Evolve the Function

CCOs were asked to reimagine their function's structure and impact. Leadership teams sought improved performance — not just cost cuts.

3 Poor C-Suite Partnership

The best CCOs rose above their own foxhole to serve as the glue knitting the C-suite together — a calm, collaborative rock in a stormy environment.



C-Suite Tenure in the U.S.

CEO



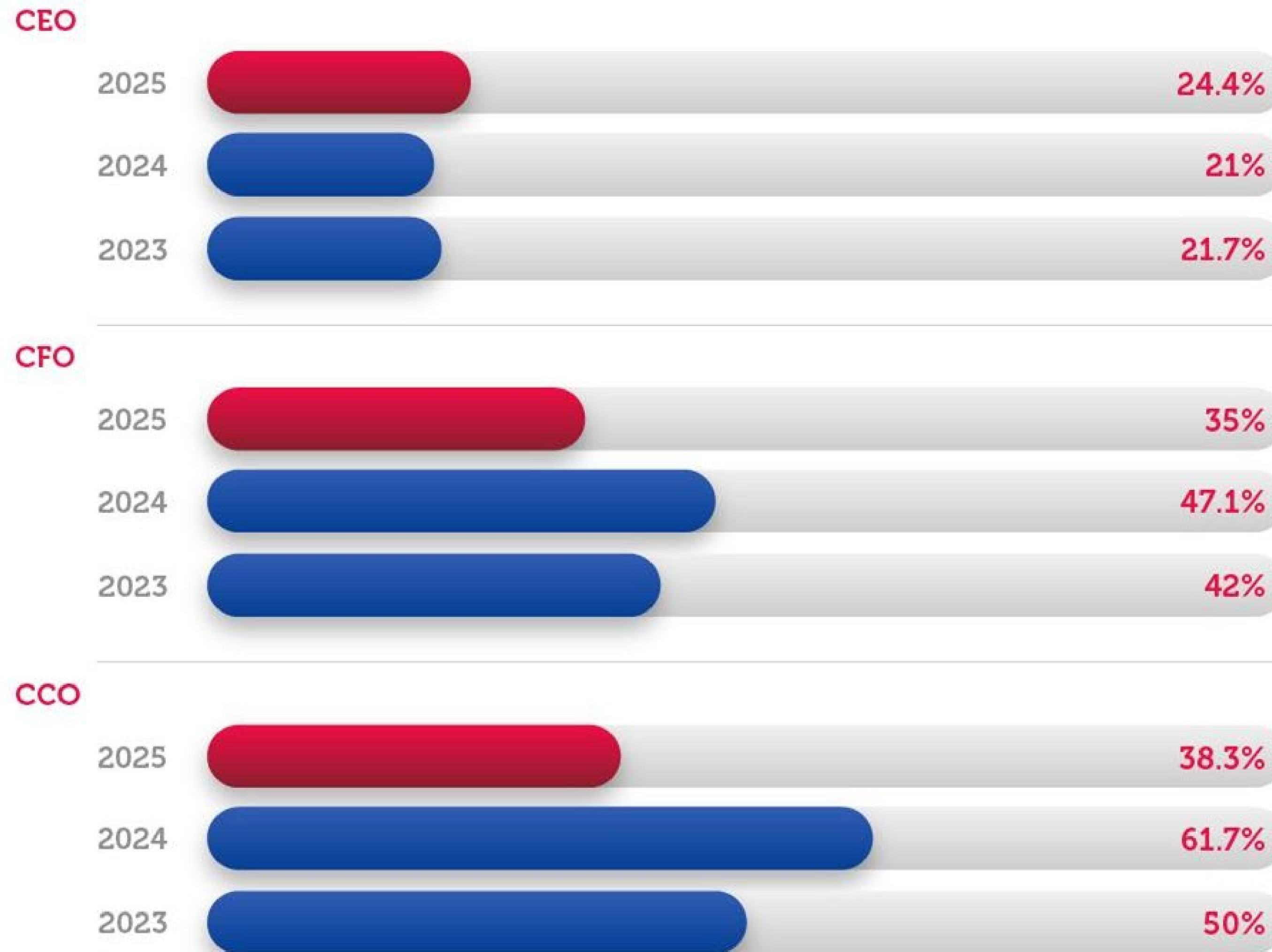
CFO



CCO



Rate of External Hires Across the C - Suite



Question 2:

“What should I get paid for all of this responsibility and risk that I am taking on?”

Problem

Executives don't understand their own compensation, much less whether it's competitive.

Executive Compensation is Complex

What isn't clearly explained isn't valued.

Compensation Philosophy not Considered/Understood

Importance of alignment - leads to higher satisfaction.

Inconsistent Benchmarking

Roles, titles, and structures vary wildly. Apples -to- oranges comparisons by surveys or 3rd parties mislead executives.

Information Blackout

Companies have expensive databases.



Executives have nothing.



Today's Options

Option 1: Ask a "Buddy"

BUT

Awkward!

Not all organizations are equal

Not all roles are equal

Not all compensation packages are equal



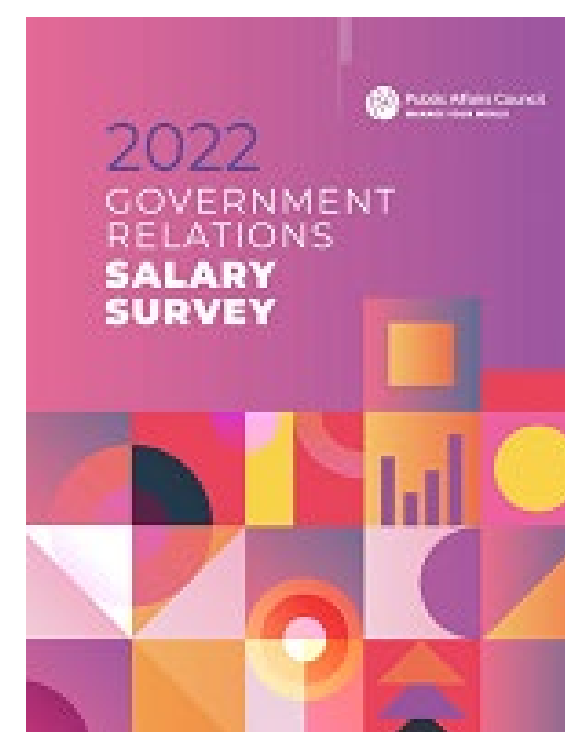
Option 2: Take a Survey

BUT

Demographic questions are time-consuming and lack nuance

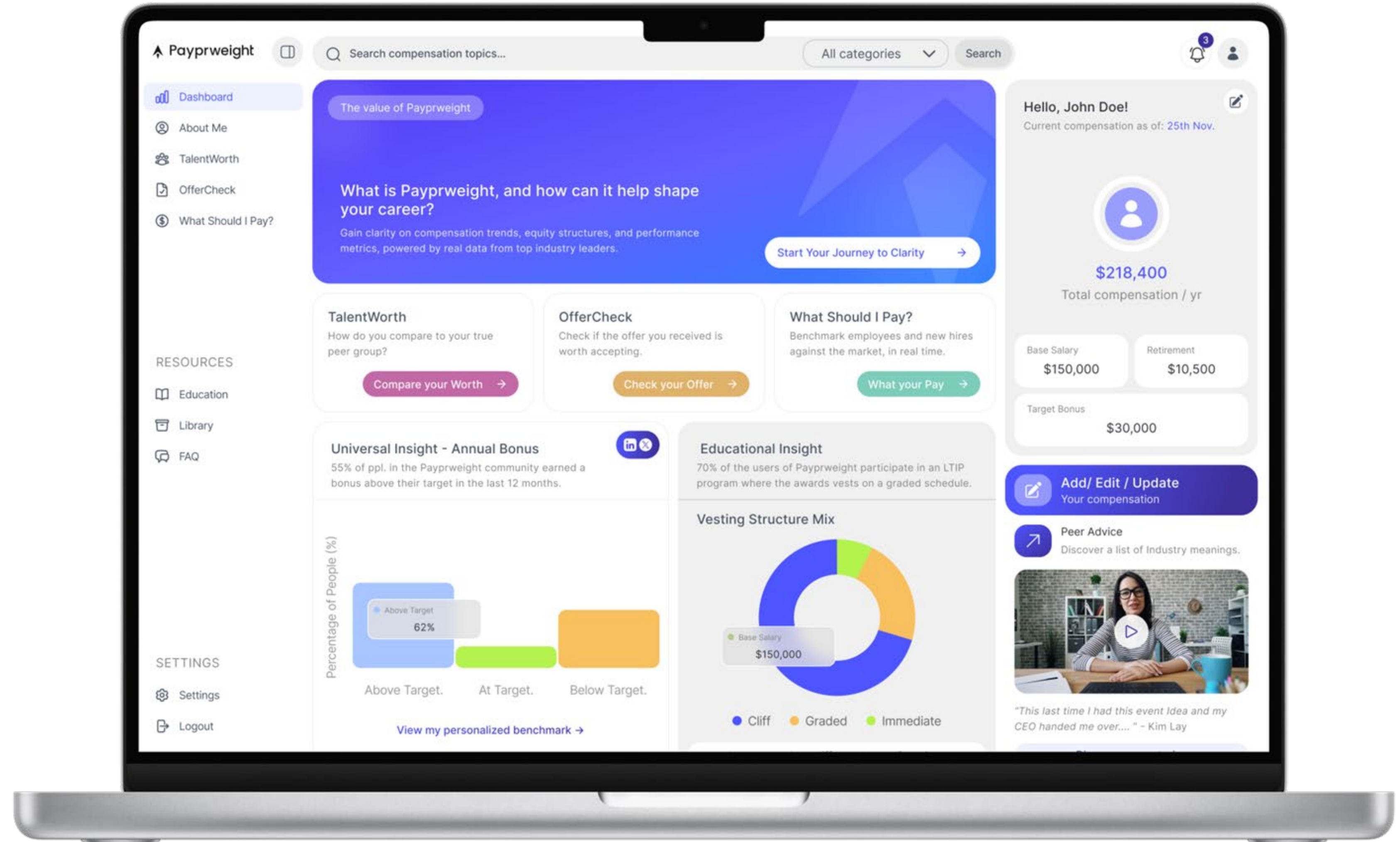
Salary survey not total compensation tool

Data ranges are ineffective, especially when focused on single characteristic (e.g. title)



Payprweight

Where executives access real compensation intelligence, not estimates.



How Payprweight Works:



Simple Sign Up

Share name, email and LinkedIn URL for free acct.



Users access Education and Universal Insight sections



Contribute

Share your compensation details



Unlock access to peer comparisons with real data points.



Compare

3 offerings address various executive pain points



Understand the market for your talent

Something for Everyone



Choose and manage the products that power your compensation insights.

Registered User

- ✓ Access to main dashboard
- ✓ Education section
- ✓ Universal Insights

TalentWorth

- ✓ Compare your total comp to 10+ peers in your role.
- ✓ Know where you stand and decide to negotiate, stay, or explore.
- ✓ Unlimited peer benchmarking

OfferCheck

- ✓ Analyze your offer against what executives in your new role actually earn.
- ✓ Know what's fair, what's strong, and where to negotiate.
- ✓ 90 days of Offer Analysis
- ✓ Counter - Offer Guidance

What Should I Pay

- ✓ Team-Member Compensation Benchmarking
- ✓ Role Scoping Analysis & Compensation Benchmarking
- ✓ Come armed when you engage HR about comp for your existing team or for future roles.
- ✓ Show what comparable roles actually earn so you can retain your best people and make competitive offers

Arm Yourself With Knowledge



Invitation to join and participate

Sign up at www.payprweight.com

Provide your current compensation data.

Invite your colleagues (both on and off the PAC Board as well your direct reports)

Data must be submitted by Oct 1.



Return engagement in October

Payprweight will present at PAC Fall Board meeting.

Analysis of data presented

- both in-house and firms
- Chiefs and direct reports

Advice on preparing for year-end compensation discussions or offer negotiations.

Leveling the playing field by



Informing



Educating



Advising

Executives about total compensation

For more information email:
michael@patinoassociates.com

www.payprweight.com



Discover more at
payprweight.com



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michael@patinoassociates.com