



Confidential Compensation Analysis
Chief Financial Officer (CFO)
Kansas City Metro | Mid-Sized Employer | Specialty Manufacturing Sector

Introduction

This compensation analysis provides a comprehensive market-based assessment for the role of **Chief Financial Officer** within a Kansas City-based manufacturing company. The employer operates with approximately **175 employees** and annual revenues of **\$70 million**. The objective of this study is to evaluate the appropriateness of base salary, bonus opportunity, and total cash compensation (TCC), using peer benchmarking, regional trends, and industry data.

This review references compensation data from the following sources:

- **Mercer 2024 Executive Compensation Survey**
- **Willis Towers Watson – Manufacturing Compensation Reports**
- **Salary.com (2025 Executive Benchmarks)**
- **Economic Research Institute (ERI) – Regional Executive Pay Modeling**
- **Robert Half 2024 Salary Guide – Midwest Market**
- **Bureau of Labor Statistics (BLS) – May 2023 Executive Wages**

Compensation Benchmarking

(CFO | Kansas City | Manufacturing Sector)

CFOs in this segment are expected to lead financial strategy, manage risk, oversee compliance and controls, and ensure capital efficiency. In manufacturing firms, the role often extends to cost management, supply chain finance, and operational efficiency.

Base Salary Percentiles – Kansas City Market

(Specialty Manufacturing | \$50–100M revenue cohort)

Percentile	Base Salary
25th	\$190,000
50th	\$225,000
75th	\$265,000

Sources: Mercer, ERI, Salary.com, Robert Half, BLS

Bonus & Incentive Structure

Target Bonus Ranges: 20–35% of base salary

Equity or profit-sharing may supplement bonus in some peer organizations.

Base Salary	Bonus %	Est. Bonus Range
\$225,000	25%	\$56,250
\$225,000	30%	\$67,500

Total Cash Compensation (TCC) Ranges:

Scenario	Estimated TCC
25th Base + 20% Bonus	\$228,000
Median Base + 25% Bonus	\$281,250
75th Base + 30% Bonus	\$344,500

Key Performance Indicators (KPIs)

CFO performance should be tied to financial health, cash management, and strategic growth metrics.

Recommended KPI domains:

KPI Area	Target	Bonus Weight
EBITDA Growth	+8% YOY	25%
Working Capital Efficiency	Improve by 5%	20%
Audit & Compliance	Zero material findings	15%
Budget Accuracy	Within 2% of forecast	10%
Cash Conversion Cycle	Improve by 10 days	15%
Strategic Projects (CapEx, M&A)	Timely delivery, ROI goals	15%

Peer Region CFO Compensation Medians

Geography	Median CFO Pay	Notes
Kansas City, MO	\$225,000	Benchmark baseline
St. Louis, MO	\$220,000	Similar profile, lower cost
Dallas, TX	\$260,000	Hot market, equity-heavy roles
Denver, CO	\$250,000	High competition, tech influx
Minneapolis, MN	\$255,000	Healthcare & manufacturing mix

Conclusion & Recommendations

The current Kansas City market supports a median base salary of **\$225,000** for CFOs in mid-sized manufacturing firms. Total cash compensation should fall in the range of **\$275,000–\$345,000**, depending on company performance and bonus structure.

Recommendations:

- Position pay strategy at the **60th–75th percentile** to attract and retain financially strategic leaders.
- Ensure bonus plans are **performance-based and weighted across financial health, risk management, and operational KPIs**.
- Consider long-term retention strategies (deferred comp, equity, phantom stock) to align interests with ownership.

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Sources: Mercer (2024), WTW, ERI (2025), BLS OES (May 2023), Robert Half (2024), Salary.com (2025)