

## Understanding Executive Pay Practices at Private Companies



Ed Steinhoff

MANAGING DIRECTOR

*Managing Director Ed Steinhoff discusses the differences in executive compensation philosophies and design decisions at private companies versus publicly owned.*

**Q. You have recently advised several multi-billion-dollar private companies on their executive pay plans. What do those compensation committees have to do differently than their public counterparts?**

A: Very large private companies typically are competing with both publicly traded and other private companies for executive talent and so the market is quite broad. This makes it more challenging for a private company to decide how it wants to position itself relative to this large and diverse labor market.

Base salary levels between equivalently sized public and private companies are fairly comparable for a CEO or a CFO and the same is generally true for annual incentive award opportunities. But there is usually a very different approach to long-term incentives and that could be in the frequency, the form, and/or the level of the LTI.

**Q. Does this create a disadvantage or are there other options for a private company to be competitive?**

A: This is where the compensation committee has to make a philosophical determination on the best approach to the total compensation package based on who they compete with for talent and what the executive attraction and retention concerns might be. For example, a large private company may have an LTI plan that is below public company levels, but they may provide an above-market supplemental executive retirement plan. It's not a one-for-one trade-off, but the SERP provides a partial offset and a strong retention hook.

Overall, committees need to think about the nature of the role they want to fill. While the market for talent is broad, there are differences in the roles of a senior executive at a public versus private company in terms of regulatory and reporting requirements and the degree to which they need to communicate and interact with external shareholders. Therefore, differences in pay program design and LTI in particular may be appropriate. It comes down to uniquely aligning compensation with your business—be informed but not dictated by the market.

### About the Author

Ed Steinhoff is a managing director and consulting team leader at Pearl Meyer. In his management role, he oversees a team of senior compensation consultants in the execution of the firm's growth strategy and in the development of consultants at various stages in their careers. With more than 25

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years' experience in executive compensation, Ed works with the boards of directors and senior management teams of public and private companies, ranging from small and middle-market firms to multibillion-dollar corporations, to design pay programs that drive business performance and value creation, secure high-performing executive talent, and meet both regulatory standards and stakeholder expectations.

## About Pearl Meyer

Pearl Meyer is the leading advisor to boards and senior management helping organizations build, develop, and reward great leadership teams that drive long-term success. Our strategy-driven compensation and leadership consulting services act as powerful catalysts for value creation and competitive advantage by addressing the critical links between people and outcomes. Our clients stand at the forefront of their industries and range from emerging high-growth, not-for-profit, and private organizations to the Fortune 500.