



KEN RESEARCH · METHODOLOGY

How long do SDRs stay in the seat? Half leave by month 14

The data, the methods, every number and every limitation behind the study.

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ABOUT THE DATA

This study uses Ken internal data: the company, people and web records Ken uses for sales and outreach, reused by Cristian Frunze for this study.

Aggregates only. Any group smaller than 50 people is suppressed, and no individual is named.

Figures 1 to 4 are the study page's charts, drawn from the same numbers. The methodology after them keeps the full tables.

SUMMARY

How long do SDRs stay in the seat? Half leave by month 14

The typical SDR or BDR leaves the seat 14 months after starting, or about 12 once short jobs left off profiles are counted. After a 3.0-month ramp, that leaves 11 months of full output.

14 months

median time in an SDR or BDR seat, for seats started 2012 to 2025. 57.0% are still in the seat after a year, 25.6% after two.

11 months

of full output at the median, after a published ramp of 3.0 months. About one month in five of the typical stay goes to ramping.

37.3%

of ended SDR seats were followed by a job at another company, and 28.2% by a new role at the same company. Only 17.7% went straight to an AE title.

12 vs 16

median months at companies of 11 to 200 employees against 1,001 or more. At 5,001 or more, a move inside the company is the most common exit.

Data and method

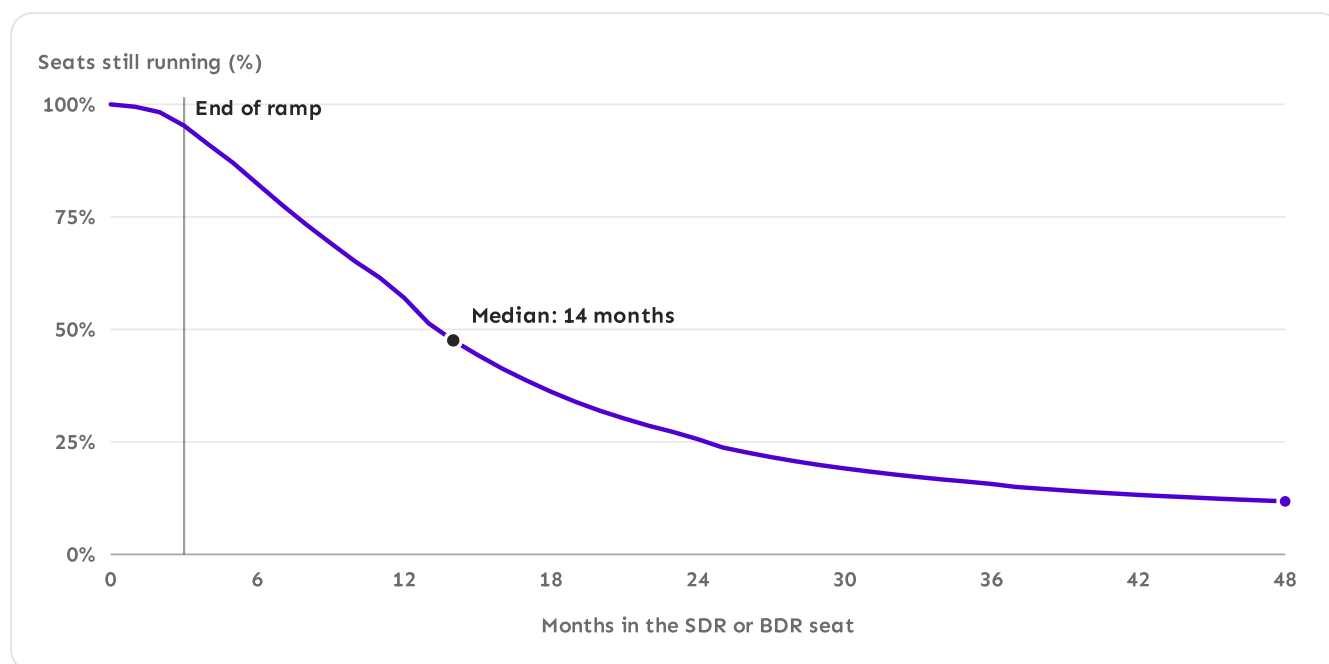
Data	Ken internal data: the public work histories and company records Ken uses for sales and outreach, reused by Cristian Frunze for this study. Ramp times from The Bridge Group's published surveys of SDR teams (2023 and 2025).
Sample	431,550 SDR and BDR seats held by 363,028 people in the US, the UK, Canada, Australia, Ireland and New Zealand, individual-contributor titles only.
Date range	Seats started from January 2012 to December 2025, with current seats followed to each profile's last update, up to June 2026.
Method	Pre-registered Kaplan-Meier survival analysis of months in the seat, with current seats counted for the time so far, by company size, industry and start year. Exit routes from the next job on the profile. Missing short jobs sized from 5,325 people seen leaving an SDR job in June 2026. Headline numbers recomputed by a second, independent analysis.
Excluded	• Manager, director, VP, founder and intern titles • Spells with no start date, an end before the start, or longer than 15 years • Seats started in 2025 and 2026 from the start-year comparison, which have too little follow-up
Privacy	Aggregates only. Any group smaller than 50 people is suppressed, and no individual is named.

FIGURES

The study's charts

FIGURE 1

Half of SDRs have left the seat by month 14

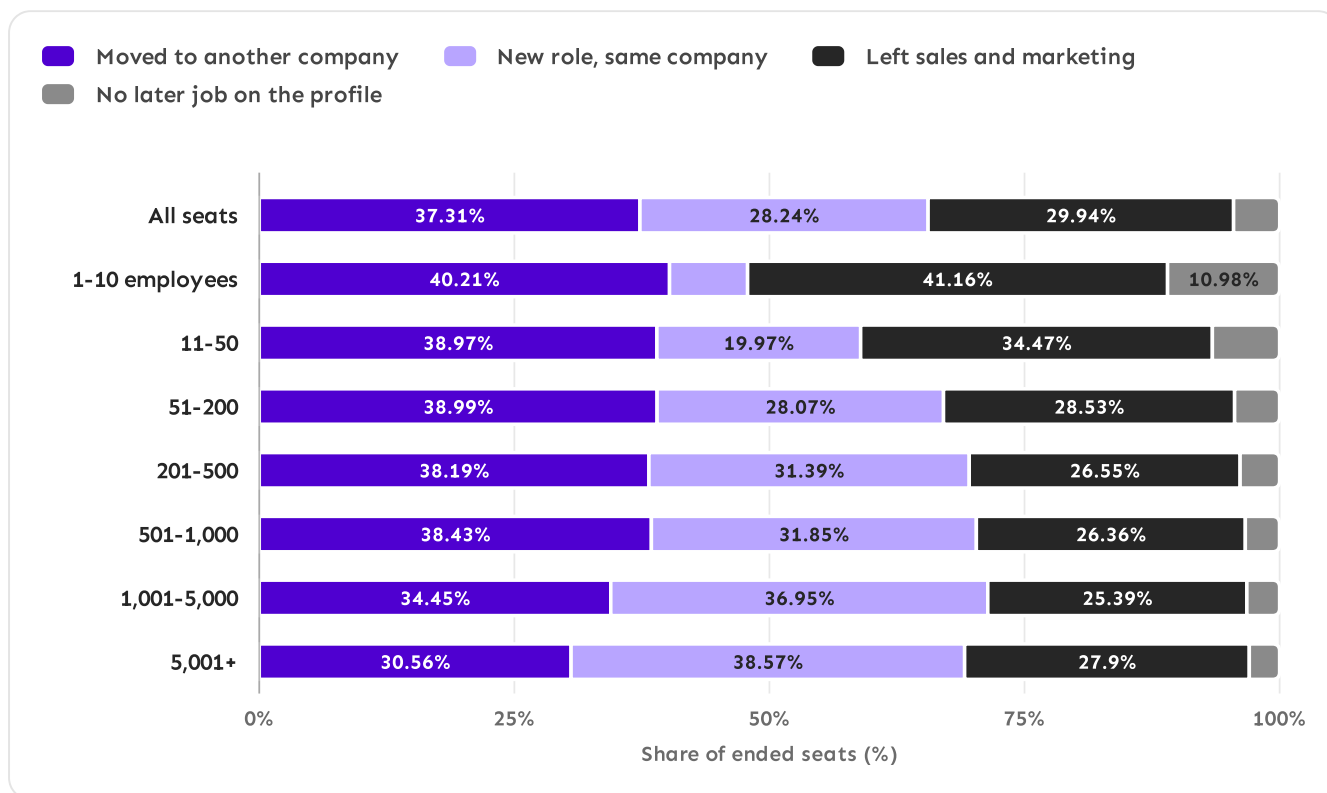


Share of SDR and BDR seats still running each month after the start, from a Kaplan-Meier survival curve that counts current seats for the time so far. Seats started 2012 to 2025. The marker shows the end of a 3.0-month ramp.

Source: Ken internal data (company and career records Ken uses for sales and outreach), analysed by Cristian Frunze. Ramp: The Bridge Group, 2025.

FIGURE 2

More SDRs move to another company than up inside their own, except at large companies

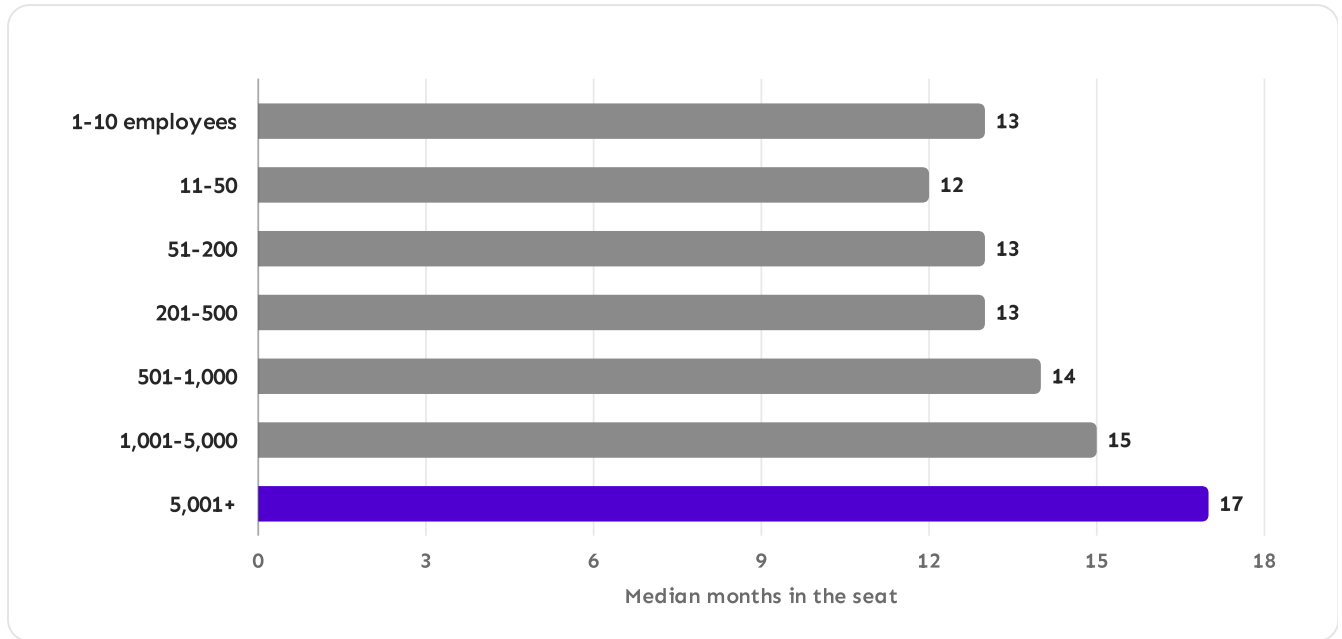


What followed each ended SDR or BDR seat, from the next job on the profile: a job at another company, a new sales or marketing role at the same company, a title outside sales and marketing, or no later job. Shares of ended seats, for all seats and by the company's current size. Seats at companies with no size record are left out of the size rows.

Source: Ken internal data (company and career records Ken uses for sales and outreach), analysed by Cristian Frunze.

FIGURE 3

SDRs at the largest companies stay longest

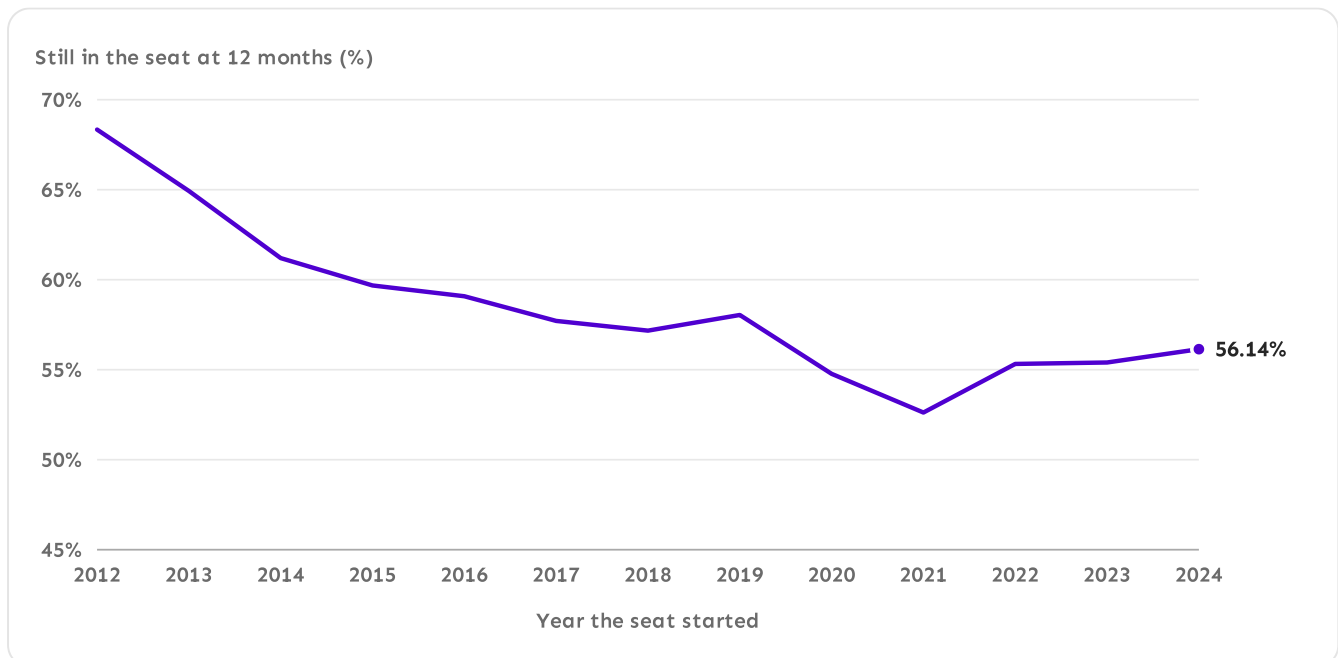


Median months in the SDR or BDR seat (Kaplan-Meier) by the company's current size band. Seats started 2012 to 2025; seats at companies with no size record are left out.

Source: Ken internal data (company and career records Ken uses for sales and outreach), analysed by Cristian Frunze.

FIGURE 4

The 12-month stay fell from 68.3% for 2012 starts to 52.6% for 2021, then rose slightly



Share of SDR and BDR seats still running 12 months after the start (Kaplan-Meier), by the year the seat started. 2025 and 2026 starts have too little follow-up and are not shown. Older cohorts look more stable partly because old profiles have lost more short jobs.

Source: Ken internal data (company and career records Ken uses for sales and outreach), analysed by Cristian Frunze.

The data, the methods and every number

Data snapshot: Ken internal data, people records of June 2026. Analysis run 2026-10-16. Every number below is written by the study's analysis code to its output files.

1. Question

How long do sales development and business development reps (SDRs and BDRs) stay in the role, how does that compare with the time it takes them to ramp, and how does it differ by company size, industry and start year?

2. Data

- People and work histories:** Ken internal data, Ken's dataset of public professional profiles and work histories, for six countries (US, GB, CA, AU, IE, NZ). We used the shared sales careers extract (built 2026-10-15 from the June 2026 snapshot for the Ken Research study *Who are GTM engineers, and where do they come from?*). It holds every experience spell of every person with at least one sales or marketing title. We kept every spell of every person with at least one SDR or BDR spell: 517,024 people and 3,977,341 spells, of which 687,214 are SDR or BDR spells at any level.
- Companies:** Ken internal data company records for the companies that employ the SDRs (current industry and current size band), pulled by company id. 83% of headline seats matched a company record; the rest are shown as "unknown".
- Job changes:** Ken internal data job changes detected month to month. Only one detection month exists (June 2026). We used it to measure how often an SDR job is missing from the profile at the moment the person moves on (section 7).
- Ramp time:** published benchmarks, not Ken internal data:

Source	Metric	Value
The Bridge Group, SDR Models, Motions and Metrics 2025	average SDR ramp time (months)	3.0
The Bridge Group, SDR Models, Motions and Metrics 2025	peak average SDR ramp time, 2014 (months)	3.8
The Bridge Group, 2023 SDR Metrics report	average SDR ramp time (months)	3.2
The Bridge Group, 2023 SDR Metrics report	median months at full productivity (tenure minus ramp, survey)	16

3. Title rules

SDR and BDR titles are found by one rule (`sdr_bdr`) of the shared sales title taxonomy, used unchanged. Titles are lower-cased and every run of non-word characters becomes a space. The rule matches any of:

- the abbreviations `sdr` , `bdr` , `mdr` , `adr` (and plurals) as whole words;
- `sales development` , `lead development` , `market development` , `account development` , `outbound development` , `inbound development` ;
- `business development` followed by `representative` , `rep` or `associate` (plain "business development manager" is a partnerships role, not an SDR seat);
- `appointment setter` , `cold caller` .

The taxonomy applies its rules in order and the first match wins. Earlier rules (recruiting, revenue operations, sales engineering, marketing operations, software engineering) take 2,202 raw titles that the SDR pattern would also match, for example "sales development recruiter". A separate level rule then reads the title. We kept only individual contributor levels (`ic` and `senior_ic`), so SDR managers, team leads, directors, VPs, founders and interns are out.

How many titles matched:

- 113,759 distinct raw titles carry the `sdr_bdr` function at any level; 64,417 of them are at IC or senior IC level and count as SDR seats.
- Excluded by level (distinct raw titles): manager 32,475, director 10,487, VP 3,671, intern 2,088, founder 383, C-level 238.
- In headline seats there are 39,358 distinct normalized titles; 198 are held by 50 or more people, and the top 10 cover 73% of seats.

Spells by level for all `sdr_bdr` titles:

Level	Spells	People
IC	498,936	407,924
Manager	103,951	88,563
Senior IC	45,245	41,755
Director	22,654	19,761
Intern	9,475	9,183
VP	6,293	5,804
Founder	413	402
C-level	247	239

Headline seats by which part of the rule matched first (groups under 50 people suppressed):

Branch	Seats	People	Distinct titles
business development representative/rep/associate	194,776	178,595	12,240
sales development	182,340	160,136	12,985
abbreviation sdr/bdr/mdr/adr	19,473	17,655	6,367
market development	14,782	14,367	4,372
account development	14,367	13,874	2,541
appointment setter	5,477	4,952	735
cold caller	315	269	106
outbound or inbound development	suppressed (under 50 people)		

The 15 most common normalized titles:

Normalized title	Seats	People
sales development representative	125,426	113,094
business development representative	117,671	109,180
business development associate	39,708	38,853
account development representative	5,309	5,235
senior business development representative	4,674	4,511

Normalized title	Seats	People
sales development	4,655	4,451
sales development specialist	4,622	4,481
sdr	4,568	4,296
market development representative	4,261	4,230
appointment setter	4,127	3,797
senior sales development representative	3,336	3,245
enterprise sales development representative	3,231	3,132
enterprise business development representative	3,102	3,017
sales development associate	2,440	2,425
sales development executive	1,870	1,812

4. Sample and seat definition

- **Seat:** one or more consecutive SDR or BDR spells (IC or senior IC) at the same company, with a gap of at most one month, merged into one seat. A move from SDR to Senior SDR at the same company is one seat. Spells with no company id are their own seat.
- **Duration:** whole months, inclusive (end month minus start month, plus one). Profiles give dates by month. The extract's own duration field is not used: it is empty for about half of ended spells.
- **Current seats** are right-censored at the person's last profile update, capped at June 2026.
- **Dropped spells:** no start date 12,415; ended with no end date 58; start after the censor month 46; end before start 46; longer than 15 years 3,380. From 544,181 IC and senior IC SDR spells, 528,236 remain. They form 481,193 seats (40,303 merged from more than one spell).
- **Headline population:** seats started 2012 to 2025: 431,550 seats, 363,028 people, 351,366 ended and 80,184 still current. By country: US 329,629, GB 43,982, CA 34,249, AU 13,604, IE 8,863, NZ 1,223 seats.
- **Company size** uses the company's current size band, merged into 1-10, 11-50, 51-200, 201-500, 501-1,000, 1,001-5,000 and 5,001+.
- **Software and IT** means the 13 industry labels with 50 or more people that name software, information technology, IT services, internet, computer and network security or computer networking. The largest are software development, IT services and IT consulting, and technology, information and internet; the full list is software development; IT services and IT consulting; technology, information and internet; computer and network security; technology, information and media; data security software products; internet marketplace platforms; internet publishing; computer networking products; mobile computing software products; IT system custom software development; desktop computing software products; and embedded software products.
- **Privacy:** only aggregates leave Ken's servers, and any group under 50 people is suppressed.

5. Methods

- **Kaplan-Meier survival** on months in the seat, with current seats censored. The median is the first month at which survival is at or below 50%. Its 95% confidence interval comes from log-log Greenwood bounds. $S(k)$ is the share of seats lasting more than k months. Survival and medians are not reported (n/a in the tables) where fewer than 50 seats are still at risk.
- **Group contrasts:** log-rank tests for 11-200 vs 1,001+ employees and for software and IT vs other industries.

- Exit routes:** for each ended seat, the next job on the profile is the earliest spell that starts after the seat started, no earlier than 2 months before it ended, and is not part of the seat. Ties go to the same company, then to profile order. Routes: **moved company** (next job in sales or marketing at another company); **same-company move** (next job in sales or marketing at the same company, mostly promotions); **left sales and marketing** (next job outside the taxonomy's sales and marketing functions); **no later role** (no later job listed). We report shares of ended seats and the Aalen-Johansen cumulative incidence of each route, treating the others as competing risks.
- Ramp comparison:** median divided by ramp, and median minus ramp ("productive months at the median"), at ramp times of 3.0, 3.2 and 3.8 months.

6. Results

6.1 Headline

- Median months in the seat: **14** (95% CI 14 to 14), 431,550 seats, 363,028 people.
- Still in the seat at 3, 6, 12 and 24 months: 95.3%, 82.3%, 57.0%, 25.6%.
- Seats ending within 3 months (inside the ramp): 4.7%; within 4 months: 8.9%.

Ramp benchmark	Ramp (months)	Median / ramp	Productive months at median	Ramp share of median
The Bridge Group, 2025	3.0	4.7	11.0	21.4%
The Bridge Group, 2023	3.2	4.4	10.8	22.9%
The Bridge Group, 2014 peak	3.8	3.7	10.2	27.1%

6.2 By company size

Group	People	Seats	Median (months)	95% CI low	95% CI high	S3	S6	S12	S24
1-10	13,696	13,993	13	12	13	87.8%	69.3%	50.2%	31.7%
11-50	39,577	41,007	12	12	12	93.1%	74.9%	49.1%	25.0%
51-200	69,511	73,612	13	12	13	94.5%	78.7%	50.1%	21.2%
201-500	46,375	48,195	13	13	14	95.9%	83.3%	55.3%	22.7%
501-1,000	42,248	43,689	14	14	14	96.7%	85.2%	57.1%	21.6%
1,001-5,000	63,937	66,365	15	15	15	96.8%	87.2%	61.0%	24.6%
5,001+	68,664	71,083	17	16	17	97.8%	89.3%	68.3%	30.7%
unknown	69,706	73,606	14	14	14	93.6%	79.1%	55.8%	29.3%

Pooled: 11-200 employees median 12 months (114,619 seats), 1,001+ employees median 16 months (137,448 seats); log-rank chi-square 2,145.3.

6.3 By industry

Group	People	Seats	Median (months)	95% CI low	95% CI high	S3	S6	S12	S24
Software and IT	169,359	194,789	13	13	14	96.3%	84.3%	56.2%	19.4%
Other industries	153,667	163,237	15	15	15	94.8%	81.4%	58.4%	31.2%
unknown	69,634	73,524	14	14	14	93.6%	79.1%	55.9%	29.3%

Log-rank chi-square for software and IT vs other industries: 4,136.1. The 15 largest industries:

Group	People	Seats	Median (months)	95% CI low	95% CI high	S3	S6	S12	S24
software development	122,513	137,301	14	14	14	96.6%	85.0%	56.8%	18.6%
it services and it consulting	26,751	27,390	14	14	14	96.0%	83.3%	57.4%	24.0%
financial services	16,881	17,233	14	14	14	95.7%	82.6%	57.4%	28.2%
technology, information and internet	14,541	14,765	12	12	13	94.5%	78.9%	49.8%	18.5%
computer and network security	10,693	11,306	14	14	14	96.7%	86.8%	59.5%	19.8%
advertising services	10,317	10,563	13	12	13	92.7%	76.0%	50.5%	26.1%
business consulting and services	9,383	9,538	13	13	13	94.6%	79.3%	51.4%	23.2%
hospitals and health care	6,028	6,173	16	16	17	96.8%	85.9%	63.5%	33.7%
e-learning providers	5,563	5,656	12	12	13	88.6%	72.4%	49.2%	24.3%
telecommunications	4,905	5,008	16	15	16	96.0%	80.7%	60.0%	35.8%
transportation, logistics, supply chain and storage	4,214	4,299	15	14	16	96.8%	84.5%	60.2%	30.7%
human resources services	4,179	4,247	14	13	14	96.7%	84.0%	57.5%	23.6%
insurance	3,977	4,030	18	17	19	95.5%	85.2%	66.1%	40.3%
construction	3,545	3,583	18	17	19	95.9%	84.4%	63.1%	40.2%
information services	3,451	3,492	12	11	12	96.3%	77.0%	47.0%	17.8%

6.4 By start year

Group	People	Seats	Median (months)	95% CI low	95% CI high	S3	S6	S12	S24
2012	7,524	7,596	18	18	19	96.7%	87.7%	68.3%	38.5%
2013	9,249	9,333	16	16	17	96.0%	86.4%	64.9%	33.9%
2014	11,817	11,924	15	14	15	95.9%	85.1%	61.2%	30.5%
2015	15,506	15,700	14	14	14	95.9%	84.3%	59.7%	27.9%
2016	17,831	18,078	14	14	14	96.1%	83.8%	59.1%	25.4%
2017	21,608	21,953	14	13	14	96.1%	83.6%	57.7%	24.4%
2018	26,715	27,320	14	13	14	96.0%	83.3%	57.2%	24.4%
2019	32,458	33,276	14	14	14	95.9%	82.9%	58.0%	24.1%
2020	31,743	32,761	13	13	13	94.5%	81.5%	54.8%	20.6%
2021	50,799	52,952	13	13	13	95.4%	82.2%	52.6%	21.0%
2022	57,051	60,069	14	13	14	94.8%	81.1%	55.3%	25.2%
2023	43,883	45,875	14	14	14	94.4%	80.2%	55.4%	26.4%
2024	44,631	46,853	14	14	14	94.9%	81.0%	56.1%	29.0%
2025	45,465	47,860	n/a	n/a	n/a	95.1%	82.9%	62.7%	n/a
2026	13,073	13,253	n/a	n/a	n/a	97.1%	n/a	n/a	n/a

The 2025 and 2026 cohorts have at most 16 and 4 months of follow-up, so medians are not reached; they are left out of cohort comparisons. Pooled cohorts:

Cohort	Seats	Median	S12
2012-2015	44,553	15	62.7%
2016-2019	100,627	14	57.9%
2020	32,761	13	54.8%
2021-2022	113,021	13	54.1%
2023-2024	92,728	14	55.8%

6.5 By country

Group	People	Seats	Median (months)	95% CI low	95% CI high	S3	S6	S12	S24
AU	11,757	13,604	14	14	14	95.2%	82.5%	57.4%	26.4%
CA	29,475	34,249	14	14	14	94.7%	79.8%	56.0%	26.7%
GB	36,730	43,982	14	14	14	95.0%	82.7%	57.8%	25.1%
IE	7,319	8,863	15	14	15	96.7%	85.8%	60.7%	24.6%
NZ	1,083	1,223	14	13	14	94.5%	80.1%	56.1%	27.9%
US	276,664	329,629	14	14	14	95.3%	82.5%	56.9%	25.5%

6.6 Exit routes

All headline seats; shares of ended seats and cumulative incidence (CIF) at 3, 12, 24 and 36 months:

Route	People	Seats	Share of ended	CIF 3m	CIF 12m	CIF 24m	CIF 36m
Moved company	109,315	131,084	37.3%	1.7%	16.2%	27.6%	31.4%
Same-company move	96,958	99,214	28.2%	0.7%	10.8%	21.7%	24.5%
Left sales and marketing	102,639	105,188	29.9%	1.9%	14.0%	22.1%	24.8%
No later role	15,537	15,880	4.5%	0.4%	2.0%	3.0%	3.5%

Share of ended seats by route, by group:

Dimension	Group	Moved company	Same-company move	Left sales and marketing	No later role
Company size	1,001-5,000	34.4%	37.0%	25.4%	3.2%
Company size	1-10	40.2%	7.6%	41.2%	11.0%
Company size	11-50	39.0%	20.0%	34.5%	6.6%
Company size	201-500	38.2%	31.4%	26.6%	3.9%
Company size	5,001+	30.6%	38.6%	27.9%	3.0%
Company size	501-1,000	38.4%	31.9%	26.4%	3.4%
Company size	51-200	39.0%	28.1%	28.5%	4.4%
Company size	unknown	42.1%	14.1%	37.6%	6.3%
Industry	Other industries	34.5%	23.8%	36.1%	5.5%
Industry	Software and IT	37.7%	36.9%	22.3%	3.1%
Industry	unknown	42.1%	14.1%	37.6%	6.3%

Seats with no company record cannot be classed as same-company moves, so that route is undercounted in the "unknown" group. Among ended seats with a known company (291,539): moved company 36.3%, same-company move 31.1%, left sales and marketing 28.4%, no later role 4.2%.

What the next job is:

Exit	Next job	Seats	People	Share within route
Moved company	Other sales or marketing	61,891	60,139	47.2%
Moved company	SDR or BDR	45,624	36,513	34.8%
Moved company	Account executive	21,295	20,836	16.2%
Moved company	SDR or BDR lead or manager	2,274	2,219	1.7%
Same-company move	Other sales or marketing	48,969	48,524	49.4%
Same-company move	Account executive	40,976	40,530	41.3%
Same-company move	SDR or BDR lead or manager	8,796	8,707	8.9%
Same-company move	SDR or BDR	473	469	0.5%

17.7% of ended seats go straight to an account executive title, and 13.0% go to another SDR or BDR seat at another company.

7. Short jobs left off profiles

People leave short jobs off their profiles, and that makes tenure look longer. We pre-registered two estimates of the effect.

Method 1: curve extrapolation (not used). We fitted a Weibull and a lognormal curve to conditional survival from months 7 to 60, extrapolated it back to months 1 to 6, and read the shortfall as missing short seats:

Model	Observed S6	Model S6	Implied missing share of true seats	Observed median	Corrected median
Weibull	82.3%	10.8%	86.9%	14	1
Lognormal	82.3%	36.0%	56.2%	14	4

The two curves give corrected medians of 1 and 4 months, so the answer is set by the curve chosen, not by the data. We do not use this method.

Method 2: SDR jobs missing at the moment of a move (used). We took the 5,325 people detected in June 2026 moving from an IC or senior IC SDR title at one company to a job at another. For each, we checked their profile in the same June snapshot. In every case the new job was on the profile.

- The SDR job is still listed: 4,100 (77.0%).
- The SDR employer is listed, but under a different, non-SDR title: 351 (6.6%).
- No entry at the SDR employer at all: 874 (16.4%). Of these, 60 show an SDR title with no company id, so the strict share is 15.3%.
- Listed SDR jobs of these leavers have a median of 11 months; 22.9% are 6 months or shorter.

For the correction, we assume each missing job lasted 1 to 6 months. We add $p/(1-p)$ times the number of ended headline seats as extra ended seats, spread over months 1 to 6 like the observed short exits, where p is the missing share:

Scenario	Missing share	Added short seats	Corrected median	Corrected S3	Corrected S6	Corrected S12
Low: no entry at the employer, excluding SDR titles with no company id	15.3%	63,422	12	92.4%	71.8%	49.7%
Main: no entry at the employer	16.4%	68,979	12	92.2%	71.0%	49.1%
High: no entry at the employer, or listed under a non-SDR title	23.0%	104,953	11	90.9%	66.2%	45.8%

The correction lowers the median from 14 to 12 months (range 11 to 12). It is an estimate, not a fix, for three reasons. Some missing jobs were longer than 6 months, which would make the true effect smaller. Some short jobs never appear anywhere, even as a job change, which would make it larger. And June 2026 job changes may not represent all years.

8. Sensitivity

Run	Seats	Median	S12
Headline, 2012-2025 starts	431,550	14	57.0%
2012-2024 starts only	383,690	14	56.5%
Current seats censored at June 2026	431,550	14	57.5%
Spells not merged into seats	476,267	13	50.6%
Cohort 2012-2015	44,553	15	62.7%
Cohort 2016-2019	100,627	14	57.9%
Cohort 2020	32,761	13	54.8%
Cohort 2021-2022	113,021	13	54.1%
Cohort 2023-2024	92,728	14	55.8%
Core titles only	410,955	14	56.5%

The headline median is 14 months when we use only 2012-2024 starts, censor current seats at June 2026 instead of the last profile update, or drop the looser title branches (market development, appointment setter, cold caller). Counting each spell separately, without merging SDR to Senior SDR, gives 13 months, because a promotion inside the seat then counts as an exit.

9. Hypotheses vs results

#	Pre-registered expectation	Result	Verdict
1	Median 14-20 months; productive months 11-17; ramp 15%-21% of median	Median 14; productive 11.0; ramp 21.4% of median	Held, at the low edge (ramp share just above the range)
2	S(3) at least 90%, S(12) under 70%	S(3) 95.3%, S(12) 57.0%	Held
3	Moved company largest (35%-55%), same-company second (25%-40%), left sales smallest (10%-30%)	37.3%, 28.2%, 29.9%	Partly: moved company is largest and every share is in range, but leaving sales is second and same-company moves third
4	1,001+ at least 2 months longer than 11-200	16 vs 12	Held

#	Pre-registered expectation	Result	Verdict
5	2021-2022 lowest 12-month survival; 2023-2024 higher	2021 lowest single year (52.6%); 2020 (54.8%) is below 2022 (55.3%); pooled 2023-2024 above 2021-2022	Partly: fails as stated, because 2020 is below 2022
6	Software and IT shorter than other industries	13 vs 15 months	Held
7	Short-job correction lowers median by 1-3 months	Method 2: by 2 (range 2 to 3); method 1 not usable	Held for method 2

10. Verification

An independent re-analysis, written from the pre-registered plan, the decisions and the extract paths alone, without this study's code, recomputed the headline numbers. Every number matched to the reported precision: seats, people, median, S(3), S(12), S(24), size and industry medians, missing share and corrected median. The first comparison found the exit-route shares off by up to 0.3 percentage points. The cause was a bug here: a check that returned "unknown" when a company id was missing dropped some later SDR jobs as next-job candidates. After the fix, all four shares match to 4 decimals. One tied seat still differs between the two codes (99,214 vs 99,215 same-company moves), which is below the reported precision.

11. Alternative explanations and limitations

- **Short jobs left off profiles** make tenure look longer. We estimate the effect at 2 to 3 months on the median (section 7), but cannot measure it exactly.
- **Survivorship.** Only active profiles exist; deleted profiles drop out. Older profiles have had more time to drop early short jobs. Older cohorts therefore look more stable, and part of the decline in 12-month survival since 2012 may come from the data, not from behaviour.
- **Late updates.** People add new jobs months late. Recent ended seats may still show as current, which makes recent cohorts look longer; that is why 2025 and 2026 are out of the cohort comparisons.
- **Current company attributes.** Size and industry are today's values, not the values when the SDR worked there. A company that grew from 50 to 2,000 people is counted as 1,001-5,000.
- **Selection by company size.** Large companies may hire SDRs with more experience or run longer programs. The size gap shows a link, not a cause.
- **Exit classes come from the next job listed.** A same-company move includes both promotions and sideways moves. "Left sales and marketing" includes career breaks recorded as other jobs, founding a company and going back to study. "No later role" mixes unemployment, unlisted jobs and people who stopped updating.
- **Titles.** The shared rule catches a few non-seats, such as "sales development student" and "sales development program" (about 1,500 seats, 0.35%). Market development titles include some non-SDR jobs in pharma and consumer goods. Dropping the looser branches leaves the median unchanged (section 8). English titles are classified best; non-English SDR titles are mostly missed.
- **Coverage.** Six English-speaking countries, 76% of seats in the US. Results may not hold elsewhere.
- **Ramp** comes from company surveys (The Bridge Group), not from the same people, so the comparison is between a typical ramp and a typical stay, not each SDR's own ramp.

12. Sources

- Ken internal data: Ken's dataset of public professional profiles, work histories and company records; June 2026 snapshot; six countries.
- The Bridge Group, Sales Development Models, Motions and Metrics: 2025 Research Report.
<https://www.bridgegroupinc.com/research/2025-sdr-models-metrics-report-the-bridge-group>
- The Bridge Group, 2023 SDR Metrics: Sales Development Models, Metrics and Compensation Research.
<https://blog.bridgegroupinc.com/hubfs/resources/TBG%202023%20Sales%20Development%20Report.pdf>
- Shared sales careers extract: built 2026-10-15 for the Ken Research study *Who are GTM engineers, and where do they come from?*

Ken Research · How long do SDRs stay in the seat? Half leave by month 14 · Cristian Frunze, Founder of Ken