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Week of March 30 – April 5, 2026

AI-reshaped GTM · funding, exec moves, RIFs, launches.

THE WEEK IN BRIEF

- 01** Lead signal: Clari+Salesloft named Rick Hasselman CFO on Apr 2, reporting to CEO Steve Cox. Twelve days later the same company co-shipped the MCP Server (see Week 16). The CFO hire is the setup; the MCP launch is the payoff – one company arc across two editions.

- 02** Hasselman's background (PwC, Expel, Podium, Sumo Logic) is classic SaaS scale-finance. Post-Dec '25 merger mandate is 'financial and operational rigor,' which in SaaS translates directly to GTM role rationalization inside 90 days.

- 03** Category context (not Betts search targets this week): Gainsight shipped Platform MCP on Apr 2 – second CS platform after Salesforce Agentforce to ship agent-native architecture. Oracle announced 10K–30K layoffs on Apr 1, most disruptive single-month RIF since 2008. Neither is on our target list, but both shape what 'AI-reshaped GTM' looks like this month.

- 04** 3 hidden hires surfaced on the one Betts-target signal – roles the client hasn't posted yet but will need inside 6 months.

02 Executive Signals

1 EVENT

EXEC · CFO HIRE

APR 2

5 · HOT

Rick Hasselman — *names Rick Hasselman CFO post-merger — reports to CEO Steve Cox*

The merged Clari + Salesloft entity named Rick Hasselman Chief Financial Officer on April 2, 2026. Hasselman reports to CEO Steve Cox and brings 30+ years of finance leadership across PwC, Expel, Podium, and Sumo Logic — a classic SaaS scale-finance pedigree. The hire closes out the leadership build-out that began when the two companies merged in December 2025 under Vista Equity's sponsorship. Public mandate: 'financial and operational rigor.' In SaaS, post-merger CFO hires with this background translate directly to GTM role rationalization inside 90 days.

BETTS ANGLE

FEE POTENTIAL

\$1.5M+

CRO RETAINER + MERGED-ORG TEAM BUILD
POST-RESTRUCTURE

Exec + VP · **\$500K**
Team build · **\$1.0M+**

A post-merger CFO with a Sumo Logic / Podium pedigree is the cleanest leading indicator of a GTM restructuring we'll see all month. Every revtech merger of the last five years has produced new CRO, VP Sales by segment, and VP RevOps roles inside 90 days of the CFO hire — the CFO arrives, duplicate orgs get consolidated, and the search briefs start flowing. Two plays. Outbound: call back Clari and Salesloft alumni who departed during merger uncertainty in Q1 — Hasselman's arrival is the 'things are stabilizing' re-engagement hook. Inbound: pitch Hasselman's office directly, not the merged recruiting function. Lead memo frames the conversation as compensation-structure rationalization (GTM roles, merged bands, on-target-earnings normalization) — that's what a new CFO wants to talk about on week two, and it's the door to the VP-level searches that follow.

ROLES LIKELY TO OPEN · *next 60-90 days*

VP Sales (merged revenue org)

VP RevOps (org consolidation)

Director FP&A – GTM

Director Deal Desk

VP Sales Enablement (merged field)

Mid-market AE cohort (15-20 seats, merged-org)

Senior SDR Manager (merged field motion)

HIDDEN HIRES — *they probably don't know yet*

Director of Revenue Strategy — Post-merger CFOs always need a named head of revenue strategy to drive the first investor-facing operating model. Currently no public leader holding that seat at the merged entity.

VP Pricing & Packaging — Merging two pricing structures — Salesloft's seat-based model and Clari's usage/hybrid model — is a known hard problem. A named pricing leader typically follows the CFO inside 6 months; neither legacy org has one at VP level today.

Director of Investor Relations — Hasselman's Sumo Logic and Podium background is IPO-track prep. IR hire follows the CFO by 6-9 months in every public-company-prep motion — a Vista portfolio company doesn't stay private forever.

SOURCE · BusinessWire press release

Three specific outreach moves for this week — who to call, what to say, why now.

FEE CEILING THIS WEEK

\$1.5M

full build — every role on the hiring plan

ACTIVE SIGNALS

1

scored 3 or higher · ≥ 1 placeable role

HIDDEN HIRES SURFACED

3

predicted roles the client hasn't posted yet

1

Ride the Clari+Salesloft arc into Week 16's MCP co-launch.

The Apr 2 Hasselman CFO hire and the Apr 14 joint Clari+Salesloft MCP Server release are one company arc across two weeks. That's a conversation-starter Caroline will notice — 'we saw both moves, here's how we'd staff the merged revenue org, here's our Alliances VP short-list for the MCP story.' Lead with a positioned memo to Hasselman's office on the compensation-rationalization conversation (his week-two priority), then layer the VP Alliances pitch as the second memo in the series.

→ MEMO #1 TO HASSELMAN'S OFFICE BY WEDNESDAY; ALLIANCES VP SHORT-LIST ROLLUP BY FRIDAY. TIE BOTH TO THE MCP RELEASE TIMELINE.

2

CS-AI is now a category motion — build the bench for the next on-target search.

Salesforce Agentforce + Gainsight Platform MCP (Apr 2) = AI-for-CS has crossed from feature to category. Neither is a Betts target this week (Salesforce too big, Gainsight context-only on v3.2), but the alumni bench these programs produce is exactly who the next on-target search will need. That next search is at Zendesk, Intercom, or Observe.AI — all on the watchlist, all shipping AI-CS motions in 2026. Own the short-list now; pitch when the brief lands.

→ OUTBOUND RESEARCH THIS WEEK — SALESFORCE SERVICE CLOUD / AGENTFORCE AES Q4 '25 – Q1 '26, FILTERED BY PRIOR QUOTA >\$2M AND CS VERTICAL EXPERIENCE. TAG TO THE ON-TARGET WATCHLIST (ZENDESK / INTERCOM / OBSERVE.AI) IN THE BENCH FILE.

3

Scout the Oracle RIF for VP-level GTM names, but don't build a play on it.

Oracle's Apr 1 announcement of 10K-30K layoffs across the cloud-services org puts tens of thousands on the market. Oracle isn't Betts's book — wrong scale, wrong sales motion, wrong alumni graph for our watchlist — but VP-level GTM operators with cloud infrastructure sales experience are now available. Treat this as alumni-bench scouting, not a direct search pitch. Index the names; match them against the next three inbound searches for fintech / cyber / ai-late-adopter clients who need someone with enterprise-infrastructure GTM chops.

→ LINKEDIN SWEEP OF ORACLE CLOUD SALES VPS ANNOUNCING DEPARTURES APR 1-15. TAG TO THE BENCH FILE, DO NOT COLD-PITCH INDIVIDUALLY.