

VOLUME 2026 · EDITION 16

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Week of April 13 – 19, 2026

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

THE WEEK IN BRIEF

- 01** Launches-heavy, people-light week. Zero funding, zero exec moves, zero layoffs hit the watchlist — three AI product releases hit on-target Betts companies, plus one category-context release.

- 02** Clari + Salesloft co-released an MCP Server on Apr 14, exposing revenue data to Claude, ChatGPT, Copilot, Gemini, and Agentforce. First joint revtech AI infrastructure move.

- 03** Atlassian shipped new AI data-training settings on Apr 16 — admin-level controls over how Jira and Confluence content can be used to train AI models. Unlocks enterprise procurement that was blocked on AI data-governance.

- 04** Ramp's April release (Apr 16) added an AI token spend dashboard + Claude/ChatGPT finance workflow integrations. Fourth consecutive monthly release shipping substantive AI.

- 05** Category context (not a Betts search target on v3.2): HubSpot shipped Breeze Spring '26 Spotlight on Apr 14 with 100+ updates and a 'Loop Marketing' framework replacing the funnel. Included as evidence of the incumbent-pivot motion — not scored as a target.

- 06** 9 hidden hires surfaced across the 3 on-target signals — roles the client hasn't posted yet but will need inside 6 months. This is where a strategic recruiter earns the retainer.

04 Product Launch Signals

3 EVENTS

LAUNCH · JOINT MCP SERVER

APR 14

4 · WARM

Clari + Salesloft — co-launch MCP Server opening revenue data to AI assistants

Clari (revenue forecasting) and Salesloft (sales engagement) co-released a Model Context Protocol server on April 14. The server exposes forecast, pipeline, and engagement data to Claude, ChatGPT, Microsoft Copilot, Gemini, and Salesforce Agentforce. This is the first joint AI infrastructure release from two scale-stage revtech platforms — historically positioned as complementary but sold independently.

BETTS ANGLE

FEE POTENTIAL

\$950K+

2x VP ALLIANCES + JOINT PARTNER TEAM BUILD

Exec + VP · **\$350K**

Team build · **\$600K+**

The joint motion is the signal. When two PE-backed revtech platforms co-launch cross-ecosystem infrastructure, each side needs a VP-level Alliances owner to sell the joint story — a role neither has today at Rovo-grade specificity. The merged Clari+Salesloft entity is Vista Equity-backed (Vista majority since Dec 2021, retained through the Aug 2025 Clari acquisition + Dec 2025 merger) and uses external recruiters for VP hires. Two plays: outbound to former Clari/Salesloft regional VPs now running revtech partnerships elsewhere, and inbound pitch to own the Alliances VP search at either company. The public release is warm air cover — 'we saw the MCP move, here's how we staff for it' is a warm opener, not a cold one.

ROLES LIKELY TO OPEN · next 60-90 days

VP Alliances & Partnerships

Director Sales Enablement

Regional VP Sales (expansion)

Director Solutions Consulting

Director Product Marketing (platform)

Partner Alliance Manager cohort (joint motion, 6-8 seats)

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

Director of Partner Engineering / DevRel — MCP opens an ecosystem that needs technical evangelism; neither company has a named DevRel lead today. Without one, the MCP narrative stays a press release instead of a channel.

VP Strategic Accounts (Top 20 Logos) — The MCP story is a Fortune-500 enterprise sell. Both companies have mid-market DNA and will need named enterprise specialists inside 6 months.

Director RevOps for Platform Data — When two companies' data streams merge via MCP, joint forecasting and attribution governance becomes a real problem — without a dedicated owner, analyst calls go sideways.

SOURCE · Clari press release

LAUNCH · AI GOVERNANCE RELEASE

APR 16

3 · WATCH

Atlassian — ships AI data-training settings for Jira + Confluence — admin controls that unblock enterprise AI procurement

Atlassian rolled out new AI data-training settings on April 16, 2026. The release gives workspace admins explicit controls over whether Jira and Confluence content can be used to train AI models — a data-governance layer that enterprise buyers (especially regulated industries) have been demanding before they'll greenlight Rovo deployments at scale. Rovo itself has been GA since late 2024; this week's release is the enterprise-procurement unlock, not a product launch.

BETTS ANGLE

FEE POTENTIAL

\$1.1M+

VP ROVO GTM RETAINER + 10-AE ROVO QUOTA COHORT

Exec + VP · **\$225K**

Team build · **\$900K+**

Enterprise AI procurement at mid-cap SaaS has been gated on one question — 'what happens to our data?' The Apr 16 release is Atlassian's answer. That answer moves deals that were stuck in InfoSec review back into the closable column, which means the Rovo attach motion reactivates at enterprise scale. Field selling at that tier at Atlassian is externally recruited. Candidate pool: former Atlassian AEs who left pre-Rovo and now work at scaling AI-natives — they'd be 'returning with AI chops.' Betts play: outbound candidate-led, with 1-2 pre-qualified names before pitching the search.

VP Rovo GTM

Director Solutions Consulting (AI deployment)

Director Sales Development (Enterprise Rovo)

Enterprise AE cohort (10 seats, Rovo SKU quota)

CSM Specialists (Rovo)

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

VP Customer Success for AI Outcomes — Rovo moves Atlassian into usage-based outcomes (agent-level value metrics) — a model their existing CS org isn't structured around.

Director of Field Marketing (EMEA + APAC) — Unblocking AI procurement reactivates enterprise deals that need regional air cover — trust events, CISO roundtables, on-site deployment workshops. Atlassian has historically run field marketing light; the motion shift exposes that gap.

Enterprise Cloud Marketplace Channel Manager — Atlassian's AWS/GCP marketplace presence is weak vs. ServiceNow and Microsoft. A governance-unblocked Rovo without enterprise cloud marketplace co-sell = revenue leak.

SOURCE · Atlassian release notes

LAUNCH · MONTHLY PRODUCT RELEASE

APR 16

4 · WARM

Ramp — *April release adds AI token spend dashboard + Claude/ChatGPT finance workflows*

Ramp shipped its April product release on April 16, headlined by an AI token spend dashboard and embedded Claude/ChatGPT workflows for finance ops. CPO Geoff Charles authored the public release post. This is Ramp's fourth consecutive monthly release to ship substantive AI capability (not incremental features) and continues the company's push from 'corporate card + expense' to 'finance ops platform + AI' — the same category expansion that triggered 70%+ GTM headcount growth at Brex two years prior.

BETTS ANGLEExec + VP · **\$350K**
Team build · **\$2.0M+**

Ramp is the single cleanest inbound target on this week's sheet. ~\$32B last valuation, post-Series-E private, GTM-heavy, famously aggressive hiring pace, and publicly uses multiple external recruiters. Product velocity has correlated tightly with enterprise segment hiring at Ramp. Two plays. Outbound: former Brex AEs who've done the mid-market → enterprise transition — Ramp recruits heavily from the Brex alumni graph. Inbound: pitch Charles directly with a positioned search memo; lead with the VP Enterprise Sales cut (lower-risk close than bundling the full platform build).

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

VP Enterprise Sales

Director Solutions Consulting (finance ops)

Director Customer Success (platform migration)

VP Product Marketing (finance ops positioning)

Senior Enablement Manager (AE retooling)

Mid-market AE cohort (25-seat scale-up)

Senior SDR Manager (pipeline build)

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

VP International GTM (EMEA-first) — \$32B valuation + US-saturated mid-market = EMEA push inside 12 months. Ramp has no named international GTM leader publicly; the role is a coming certainty.

Director of Channel / ISV Partnerships — Claude/ChatGPT workflow integrations open a partner surface Ramp hasn't staffed — compared to Brex's formalized accountant partner program, Ramp is a year behind on channel structure.

Head of Finance Vertical GTM (CFO ICP) — The AI token spend dashboard signals a product-led vertical motion (CFOs as specific named buyers). Ramp sells horizontally today but the product is pulling it vertical — the GTM has to follow.

05 The Recruiter Playbook

3 HYPOTHESES

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

FEE CEILING THIS WEEK

\$4.5M

full build — every role on the hiring plan

ACTIVE SIGNALS

3

scored 3 or higher · ≥ 1 placeable role

HIDDEN HIRES SURFACED

9

predicted roles the client hasn't posted yet

1

Triangulate a Director of Sales Enablement across Clari / Salesloft / Gong.

All three revtech leaders have shipped platform-level AI in Q1-Q2 '26. Their enablement orgs are stretched — mid-ramp on pre-AI pipelines, now teaching the field AI-first pitches. Director of Sales Enablement with revtech + AI experience is the rarest and most gettable role across the three. One candidate, three possible buyers, three shots at a fee.

→ **INTERNAL BETTS SYNC FRIDAY — MAP DIRECTOR ENABLEMENT CANDIDATES ACROSS REVTECH ALUMNI BENCH.**

2

Pitch Ramp inbound via the CPO's org, not Recruiting.

Ramp's product velocity + aggressive public hiring posture + multi-recruiter procurement makes them the cleanest inbound target on the watchlist this week. Skip the VP Recruiting channel (internal-loyal); target Geoff Charles's org directly with a positioned search memo. Lead with the VP Enterprise Sales slice — lower-risk close than bundling the full platform build. Warm intro path: Thrive Capital / Founders Fund / a16z portfolio network.

→ **WARM INTRO REQUEST SENT BY MONDAY; MEMO DRAFTED BY WEDNESDAY.**

3

Atlassian's data-training release is the Enterprise AE unlock — with HubSpot Breeze as market evidence.

Atlassian shipped the AI data-training settings this week (Apr 16) that enterprise InfoSec teams have been demanding before green-lighting Rovo at scale. That's the procurement unlock, not a product launch — and it reactivates a stuck deal layer that Atlassian doesn't have the field org to close at velocity. HubSpot Breeze's same-week Spring '26 release is the category evidence — not a Betts target under v3.2, but proof that the incumbent-pivot Enterprise AE motion is simultaneous across large-cap platforms. Candidate pool: AI-native alumni (Harvey, Writer, Glean) or Salesforce Agentforce reps with prior quota >\$2M. 30-day window before Atlassian sources internally.

→ **OUTBOUND RESEARCH THIS WEEK — SALESFORCE AGENTFORCE / AI-NATIVE AE ALUMNI WHO LEFT IN Q1 '26; FILTER BY PRIOR QUOTA >\$2M. PITCH ATLASSIAN'S ROVO GTM LEADERSHIP DIRECTLY; CITE THE HUBSPOT SIMULTANEITY AS MARKET-TIMING EVIDENCE.**