

VOLUME 2026 · EDITION 17

# 17

*Week of April 20 – 26, 2026*

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

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## THE WEEK IN BRIEF

- 01** The original 43-company watchlist was a quiet week. The expanded 55-company list — adding seven AI-native scaling companies in customer support, knowledge work, and legal — surfaced four product-launch signals at Sierra, Crescendo, Clay, and Decagon between April 20–26. Methodological learning, not signal scarcity, was the constraint.
- 02** Cross-week pattern still holds. Clari + Salesloft co-launched their MCP Server in W16 — the Alliances VP gap that creates is now ~10 days old and ripening. Atlassian shipped AI data-training settings on April 16, the Rovo enterprise procurement unlock — and the field-org gap is the constraint that converts this into a Q2 search.
- 03** Three of four W17 launches are EU/Marketplace expansions. Sierra acquired Paris-based Fragment, Crescendo crossed \$100M ARR and opened UK/Europe with named anchor logos, Decagon listed on Google Cloud Marketplace. Each implies regional GTM hires (EMEA AEs, Cloud Alliance leads, UK CS leadership) within 60 days.
- 04** The candidate side stays loud. Salesforce Agentforce + Q1 '26 marketing alumni remains the deepest pool of AI-era GTM operators currently between roles. Index-don't-pitch posture; 30–60 days from match-on-search.

# 01 Cross-Week Pattern Read

3 ARCS

REVTECH · VISTA-BACKED MERGED ENTITY

## Clari + Salesloft — three weeks to a hiring wave

W14 APR 1

### Rick Hasselman named CFO

First operator hire of the merged entity. CFOs at Vista-backed companies optimize for revenue-per-AE; product velocity follows within a quarter.

W16 APR 14

### MCP Server co-launch with Salesforce Agentforce

Joint cross-ecosystem product motion. No VP Alliances owner exists today on either side of the merger.

W17 APR 20-26

### Quiet on the wire

This is the gap where the listings are written, not yet posted. The standard recruiter waits for the brief; the GTM Radar recruiter is mid-conversation with the bench.

**IMPLICATION** · VP Alliances + 6–8 person Partner Manager cohort sit inside this 3-week arc. None posted yet. The bench-build is the work this week — names from former Clari/Salesloft regional VPs now running revtech partnerships at Outreach, Apollo, Demandbase.

## Atlassian — Rovo procurement unlock to field-org search

W16 APR 16

### AI data-training settings release

Cleared the InfoSec block that had been holding Rovo enterprise deals in procurement purgatory.

W17 APR 20-26

### Stuck pipe re-opens silently

Deals that paused at security review now move. Atlassian has no named Rovo field leadership at the enterprise tier — the gap that converts pipe into a Q2 search.

**IMPLICATION** · Rovo VP / Enterprise AE shortlist, 5 names, lands at Atlassian GTM leadership by April 29. Warm air cover: 'we saw the procurement signal, here's the bench.' Two-week window before they source internally.

## NEW W17 FINDING · EXPANDED WATCHLIST

## AI-native customer support — the cohort moves in lockstep

W17 APR 20

### Decagon · Google Cloud Marketplace listing

Procurement unlock for GCP-shop enterprise customers. First step toward AWS / Azure.

W17 APR 22

### Crescendo · Europe expansion + \$100M ARR disclosure

Fastest AI BPO scale to \$100M ARR in market; UK office on the ground with anchor logos.

W17 APR 23

### Sierra · Paris acquisition (Fragment)

Third 2026 acquisition; first EU footprint. Bret Taylor's playbook for category capture.

**IMPLICATION** · Three of the seven AI-native scaling companies added to the watchlist this week made geographic or platform-distribution moves in a single 4-day window. The cohort is moving together — and each move triggers regional or alliance GTM hires that the existing US-centric team can't cover. Three concurrent EMEA / Cloud-Alliance VP searches are now reasonable to expect from this cohort within 60 days.

# 02 Product Launch Signals

4 EVENTS

LAUNCH · ACQUISITION + EU EXPANSION

2026-04-23

4 · WARM

## Sierra — Acquires YC-backed Fragment; third acquisition of 2026 and first Paris footprint

Sierra (Bret Taylor + Clay Bavor) announced its acquisition of Fragment, a Y Combinator-backed Paris-based AI startup. Fragment's co-founders Olivier Moindrot and Guillaume Genthial join Sierra to support agent development in France. This is Sierra's third acquisition in 2026 — following Opera Tech and Receptive AI in late March — and its first EU operating footprint.

### BETTS ANGLE

### FEE POTENTIAL

**\$700K**

VP SALES EMEA EXEC FEE PLUS 4-6 ENTERPRISE AE VOLUME COHORT.

Exec + VP · **\$300K**  
Team build · **\$400K+**

Sierra now has Paris engineering capacity; EU enterprise GTM is the next gap. They've been shipping into European enterprise without an EMEA AE bench or CS leadership behind it. Bret Taylor's network closes 1-2 senior hires; the cohort underneath is the placement opportunity.

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

VP Sales EMEA

Director CS EMEA

Enterprise AE EMEA

Solutions Engineer EMEA

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

**VP Sales EMEA** — no named EU GTM leader; Paris office now operational

**EMEA CS Lead** — named EU enterprise customers require regional CS coverage

**4-6 EMEA Enterprise AEs** — EU enterprise pipeline outpaces the existing US-led team

**EMEA Solutions Engineer** — agent deployment is high-touch; SE coverage gap follows AE expansion

SOURCE · Sierra blog

## Crescendo — Crosses \$100M ARR in 24 months, opens UK & Europe with Dr. Martens, RealVNC, Funky Pigeon as anchor logos

Crescendo, the General Catalyst-backed AI-native customer experience BPO, announced expansion into the UK and Europe and disclosed crossing \$100M+ ARR in under two years. CEO Matt Price hosted a UK launch event at Hoxton Holborn London on April 23. Named European customers include Dr. Martens, Funky Pigeon, Mention Me, RealVNC, and Sweet Bee Organics.

### BETTS ANGLE

### FEE POTENTIAL

**\$1.4M**

VP SALES EMEA + UK CS LEAD EXEC FEES PLUS  
8-12 UK AE/CS VOLUME COHORT.

Exec + VP · **\$500K**  
Team build · **\$900K+**

Fastest-scaling AI BPO in the market right now. UK office on the ground means UK CRO or VP Sales EMEA is the immediate exec hire; the volume CX agent layer underneath will scale in dozens. Price's London event signals the UK leadership announcement is the next 30-day move.

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

VP Sales UK/EMEA

Director CS EMEA

Implementation Lead UK

UK Enterprise AE

UK Marketing Lead

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

**VP Sales UK/EMEA** — London launch event without named UK GTM leader

**UK CS Lead** — Dr. Martens, RealVNC, Funky Pigeon all require senior UK-based CS coverage

**Implementation Lead UK** — BPO operating model is implementation-heavy; UK office needs delivery leadership

**8-12 UK Enterprise AEs** — named anchor customers indicate active UK pipeline

**UK Marketing Lead** — regional brand and demand-gen owner missing for the new geo

SOURCE · Crescendo press

## Clay — Launches Clay MCP for ChatGPT and Claude — RevOps-built workflows, consumable by reps

Clay launched Clay MCP, a Model Context Protocol integration that lets sales reps consume RevOps-built workflows directly inside ChatGPT and Claude rather than the Clay web app. The release also introduced Functions, MCP permissioning, and per-user credit budgets, and is available across self-serve and enterprise plans.

**BETTS ANGLE**

**FEE POTENTIAL**  
**\$750K**  
DIRECTOR ENTERPRISE SALES EXEC FEE PLUS 4-6 AE + 2 SE VOLUME COHORT.

Exec + VP · **\$250K**  
Team build · **\$500K+**

Clay's enterprise motion has been bottlenecked by 'reps have to leave their existing tool.' MCP is the unlock — RevOps builds in Clay, reps consume in ChatGPT. This kind of release triggers a new tier of enterprise adoption and a corresponding 4-6 Enterprise AE expansion in the next two quarters.

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

- Enterprise AE
- Solutions Engineer
- Director Enterprise Sales
- RevOps Manager

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

**Director Enterprise Sales** — MCP launch creates an enterprise tier that needs a dedicated leader

**4-6 Enterprise AEs** — platform extension into ChatGPT/Claude expands enterprise TAM materially

**2 Solutions Engineers** — MCP integration deals require technical pre-sales depth Clay hasn't historically needed

**RevOps Manager (customer-facing)** — internal enablement on MCP-built workflows for the new AE cohort

SOURCE · Clay blog

**LAUNCH · MARKETPLACE LISTING + PRODUCT VELOCITY** 2026-04-20 **4 · WARM**

## Decagon — Lands on Google Cloud Marketplace and ships Auto Optimization + Root Cause Analysis in 72 hours

On April 20, Decagon announced availability on Google Cloud Marketplace and presented at Google Cloud Next 2026. On April 23, the company shipped two new platform capabilities — Automatic Optimization (improves Agent Operating Procedures and brand guidelines using cross-deployment best practices) and Root Cause Analysis (clusters poor-performing conversations to surface high-impact improvements).

**\$800K**

DIRECTOR CLOUD ALLIANCES EXEC FEE PLUS 4-6 ENTERPRISE AE + SOLUTIONS ARCHITECT COHORT.

**BETTS ANGLE**Exec + VP · **\$300K**  
Team build · **\$500K+**

The Marketplace listing is the procurement unlock — enterprise deals that stalled at 'we're a GCP shop' now have a path. Two major releases in 72 hours signals operating capacity matching the Series D trajectory. Cloud Alliance hire and Enterprise AE expansion both land in the next 60 days.

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

Director Cloud Alliances (GCP/AWS)

Enterprise AE

Solutions Architect

Customer Success Director

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

**Director Cloud Alliances (GCP/AWS)** — Marketplace listing without a named cloud-channel owner; the next AWS/Azure listing depends on this hire

**4-6 Enterprise AEs** — GCP-shop enterprise pipeline now flows to Decagon; coverage gap immediate

**Solutions Architect** — agent deployment + GCP integration is technical pre-sales

**CS Director** — Series D trajectory + product velocity = scaling renewal motion needs senior CS

SOURCE · Decagon blog (Marketplace) + Decagon blog (Auto Opt)

# 03 Scan Log & Verification

TWO PASSES

**FIRST PASS** · APR 20-21, 2026 · ORIGINAL 43-COMPANY WATCHLIST

Zero on-target Betts signals. Off-watchlist only: AcuityMD (medtech), Reliable Robotics (aviation), Tava Health (behavioral), Recursive Superintelligence (foundation model), OpenAI/Hiro acqui-hire, X Square Robot (embodied AI). None convert.

**RE-SCAN** · APR 22-26, 2026 · ORIGINAL 43-COMPANY WATCHLIST

Zero on-target Betts signals. Off-watchlist context-only: Lative + Mperativ acquisition Apr 22 (RevTech CRO/CMO data-alignment consolidation; analyst-blog source — not strong enough for primary inclusion). Schematic seed Apr 24 (\$6.5M, off-list, too small).

## VERIFIED & REJECTED · WHAT DIDN'T MAKE THE BRIEFING

<b>Sierra · Eric Eyken-Sluyters joins as President of Field Operations</b>	Real hire, but the announcement is dated April 1, 2026 — outside W17. One search snippet placed it April 22; verified directly against Sierra blog index.
<b>Sierra · 'The AI-native interview' blog post</b>	Date in window, but the post is engineering-hiring methodology — not a Sales/Marketing/CS/Revenue signal. Out of role-filter scope.
<b>Hebbia · April Disclosure (Email Agent, GPT-5.4 in Hebbia)</b>	Verified directly: post dated 04.07.26 (April 7) — outside W17 window.
<b>Procore · Vishal Misra board appointment</b>	April 22 confirmed, but board director / AI-academic role, not GTM exec move. Per role filter, board appointments are out of scope.
<b>Procore · CFO Rachel Pyles + CRO Walt Hearn</b>	Announcement March 10, effective April 1, 2026. Both dates outside W17 — the CRO move is a major signal but belongs to W14, not here.
<b>Forethought · Zendesk acquisition close</b>	Material dates fall in March 2026; April 1 Kirkland & Ellis press release is a credit notice, not a new event. Outside W17.
<b>Maven AGI · \$50M Series B led by Dell Technologies Capital</b>	Dated early April 2026 (~April 7) — outside W17 window.
<b>Decagon · \$250M Series D at \$4.5B valuation</b>	Round announced January 28, 2026 — outside W17.

**PagerDuty · activist investor / buyout rumors**

Sourced only to Betaville-style speculation and trading aggregators. No primary-source confirmation. Not a verifiable signal.

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**Rho · Series B raise this week**

Page-update timestamp on a 2024 announcement. Not new news.

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**Apollo · \$110M raise**

Conflated with the actual 2022 raise. No 2026 round.

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**Abnormal · FedRAMP authorization**

2025 announcement. Outside W17.

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**Vectra · Derek Phillips named CRO**

December 2025 announcement. Outside W17.

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**Mercury · \$5B valuation round**

Rumor only. No primary source.

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# 04 The Recruiter Playbook

3 HYPOTHESES

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

## FEE CEILING THIS WEEK

**\$3.6M**

full build — every role on the hiring plan

## ACTIVE SIGNALS

**4**

scored 3 or higher · ≥ 1 placeable role

## HIDDEN HIRES SURFACED

**17**

predicted roles the client hasn't posted yet

**1**

## **Pitch a 3-search EMEA / Cloud-Alliance package across the AI-native CX cohort.**

Sierra (Paris), Crescendo (UK), and Decagon (GCP Marketplace) all moved in a single 4-day window into geo/platform expansion that their existing US-centric GTM teams can't cover. None has named regional or cloud-alliance leadership today. Three concurrent VP-level searches — VP Sales EMEA, VP Sales UK, Director Cloud Alliances — are reasonable to expect inside 60 days. The cross-company pitch is sharper than three individual ones: Caroline can walk in with a thesis ('the cohort is moving together and the bench is the same') instead of three separate briefs.

**→ BUILD A 12-NAME SHORTLIST SEGMENTED BY COMPANY: 4 EMEA SALES VPS (TARGET SIERRA), 4 UK SALES/CS LEADERS (TARGET CRESCENDO), 4 CLOUD ALLIANCE DIRECTORS (TARGET DECAGON). OUTBOUND TO GTM LEADERSHIP AT ALL THREE BY MAY 1 WITH THE COHORT THESIS AS THE WEDGE.**

## 2

### **Convert the W16 Atlassian unlock into the Rovo GTM search.**

Atlassian's April 16 AI data-training settings release (W16 signal) cleared the InfoSec block on Rovo enterprise procurement. That moves stuck deals back into the pipe — and immediately exposes Atlassian's lack of named Rovo field leadership at the enterprise tier. The bench is ready: Salesforce Agentforce alumni from Q4 2025 – Q1 2026 reductions, plus AI-native AEs (Harvey, Writer, Glean) with prior quota >\$2M. Two-week window before Atlassian sources internally.

→ **OUTBOUND A 5-NAME ROVO VP / ENTERPRISE AE SHORTLIST TO ATLASSIAN'S GTM LEADERSHIP BY APRIL 29. LEAD WITH THE APRIL 16 UNLOCK AS WARM AIR COVER — 'WE SAW THE PROCUREMENT SIGNAL, HERE'S THE BENCH THAT CLOSSES THE GAP.'**

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## 3

### **Pre-position the Clari + Salesloft Alliances VP search.**

Clari and Salesloft co-launched their MCP Server in W16 — a joint cross-ecosystem motion neither company has a VP-level Alliances owner for today. The merged Vista-backed entity uses external recruiters at the VP tier. The work this week is candidate-side: build the bench before the search posts. Target former Clari/Salesloft regional VPs now running revtech partnerships at adjacent platforms (Outreach, Apollo, Demandbase). 6–8 names, half from each, with current-role context.

→ **BENCH-BUILD, NOT PITCH. PULL THE CANDIDATE LIST THIS WEEK. SCHEDULE DISCOVERY CALLS WITH 2–3 WARMEST NAMES BY APRIL 30. PITCH LANDS WHEN THE SEARCH OPENS — LIKELY 30–60 DAYS POST-LAUNCH.**

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