

A NOTE FROM THE AUTHOR

What This Could Be Inside Betts

On the four briefings, the pattern behind them, and what version 1 could look like on your team.

Four weekly briefings — weeks 14-17 of 2026. Each maps funding, exec moves, layoffs, and launches at ~40 AI-reshaped GTM companies: Harvey, Writer, Glean, Ramp, Brex, Clari+Salesloft, Atlassian, and the rest of what I understand to be Betts's natural book. Every signal is scored, written as a recruiter angle, and paired with a specific outreach action.

The pattern I kept seeing

VP-tier signals are the visible move — a CFO hire, a Series E, an MCP launch. The hiring wave behind them isn't one role. It's a cascade: one VP search followed by 10-30 IC placements inside 6-12 months. The briefing surfaces both tiers so the cascade doesn't stay invisible.

WEEK	SIGNALS (≥3)	FEE CEILING	HIDDEN HIRES SURFACED
14	1	\$1.5M	3
15	3	\$5.1M	11
16	3	\$4.5M	9
3-week total	7	\$11.1M+	23

Exec retainers are \$200-700K per signal; the volume cascade behind them is often \$1-2M+. Week 16's Ramp release alone models to \$2.0M of IC placements. That's what a single-ceiling number hides — and what the exec+volume split in every entry makes visible.

What's different from a LinkedIn Recruiter workflow

- 01 Forward-looking.** The Week 14 Clari+Salesloft CFO hire predicted the Week 16 MCP launch and the Alliances VP + Partner Manager cohort behind it — 12 days early.
- 02 Hidden hires.** 23 roles surfaced across three weeks that the companies haven't posted yet but will need inside six months. That's the retainer-earning 'you don't know you need this yet' conversation.

What version 1 could look like inside Betts

- 01 A Monday-morning brief for the team** — 15-25 signals, scored, with the week's three sharpest outreach plays.
- 02 A pitch-enablement layer** — when a search brief lands, the bench is already pre-qualified from the signal that predicted it.

THE ASK

Not a role pitch. What would make this more useful to your team?

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