



AUGUST 2026 HIRING SNAPSHOT

TECHNOLOGY GTM

THE HIDDEN HIRING MARKET

Where GTM professionals are moving,
what's driving passive conversations, and
how the best businesses are securing talent.

PASSIVE GTM TALENT OVERVIEW

Much of today's GTM talent movement is happening long before professionals appear on the open market

Increasingly, the most valuable GTM talent moves through networks rather than active applications. As robotics and autonomous technology companies build commercial teams for products never sold before, new markets are emerging across humanoid robotics, autonomous agriculture and AI-powered infrastructure.

The challenge is that the talent needed to commercialise these innovations is rarely active. The strongest professionals are already succeeding elsewhere and only move for compelling opportunities aligned with their long-term ambitions.

WHERE PASSIVE TALENT IS MOVING

New technology is creating a new generation of GTM careers

- Strong
- Steady

Humanoid robotics

- Robotics businesses are scaling commercial teams as products move from development into market.
- Sales professionals who previously sold industrial automation and manufacturing technology are increasingly exploring opportunities to commercialise humanoid robotics.

Autonomous agriculture

- Commercial talent is moving towards businesses using robotics and AI to improve crop yields, reduce waste and transform agricultural productivity.
- Purpose-led innovation is becoming a significant attraction alongside financial reward.

Emerging infrastructure technology

- Talent is increasingly attracted by businesses developing technologies that solve large-scale global challenges, from advanced automation through to next-generation infrastructure.

High-growth venture-backed businesses

- Series A to D organisations continue attracting senior professionals through equity, accelerated progression and the opportunity to build new markets from the ground up.

TALENT AND HIRING CHALLENGES

What's driving passive GTM talent?

- Equity and pre-IPO opportunities remain one of the biggest attractions for senior GTM professionals.
- Professionals increasingly want products with purpose, particularly businesses solving environmental, agricultural and industrial challenges.
- Selling completely new technology is seen as a career-defining opportunity that simply doesn't exist in mature markets.
- Career progression is accelerating, with professionals reaching leadership positions significantly earlier than in traditional enterprise organisations.

Why candidates are taking the call

- Opportunity to build an entirely new market
- Equity with genuine long-term value
- Innovative products solving real-world problems
- Faster career progression
- Ability to influence commercial strategy from an early stage

TALENT PICTURE

Businesses are hiring for commercial capability, not robotics experience

One of the biggest misconceptions across emerging technology hiring is that employers need professionals with previous direct robotics experience.

In reality, that talent barely exists at scale. The businesses securing the strongest GTM hires prioritise proven commercial capability, experience navigating complex enterprise sales cycles and professionals who can adapt quickly to emerging technologies.

Many are also moving Solution Engineers and customer-facing technical specialists into commercial roles because they already understand both the product and the customer's challenges. This broader approach helps businesses access transferable commercial skills while building teams capable of growing alongside rapidly evolving technologies.

Hiring for capability rather than direct industry experience significantly expands the available talent pool while helping organisations reduce time-to-hire and access commercial talent their competitors may overlook.

Future Implications

WHAT THIS MEANS FOR YOUR PLANS

The strongest GTM professionals won't come through traditional recruitment channels. They're already succeeding elsewhere and only move for a compelling commercial opportunity.

Businesses that clearly communicate their vision, roadmap and long-term opportunity gain access to talent their competitors never reach.

THREE THINGS TO DO NOW

- **Build your employer story before hiring.** Passive professionals want to understand your product, mission and vision.
- **Hire for commercial capability,** adaptability and learning potential over direct experience in emerging technologies.
- **Build a compelling overall proposition** Equity, career progression, flexibility and purpose now matter as much as salary.

THE BOTTOM LINE

The best GTM professionals are joining businesses building the next generation of technology.

They are motivated by innovation, purpose, equity and the opportunity to create new markets.

Success comes from attracting adaptable commercial talent with the ambition and capability to build markets, educate customers and commercialise new products.