Incentives, Compensation & Performance in an AI World

The Launch Collective
GTM talent community

March 5th, 2026

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A recording of the session can be found here:

https://youtu.be/6Xv0wB_Um1g

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Strive build world-class go-to-market teams for some of the most disruptive, Venture Capital Backed tech companies, all over the world.

Our team has successfully hired for some of the hottest vendors across the US and EMEA, backed by the likes of Sequoia, Insight Partners, A16Z, Accel, Index, Intel, SFV, GV, Craft, Boldstart, NEA, CRV... the list goes on.

Strive don't just place people, they build entire teams.

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SECTION No: /01

Upcoming Events

/01

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SECTION No: /02

Today's Guest Speaker

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Thank you to our Guest Speaker!

Mariam Abbott

Partner, Leadership Advisory
at
ICONIQ

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SECTION No: /03

Key Takeaways

/03

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Event Overview

Insights from:

ICONIQ's State of AI report

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Key Implications for GTM Recruiting

AI is changing how SaaS companies build and scale GTM teams.

Key implications:

• New roles and skill profiles emerging

• AI changing product-led growth and sales workflows

• Teams shifting toward leaner, higher-leverage talent

Recruiters must adjust talent pipelines and hiring criteria.

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The "Execution Era" of AI

Companies are moving from AI experimentation → operational deployment.

What this means for hiring:

• Demand for operators who can implement AI in real workflows

• GTM hires must understand AI-enabled tools and automation

• Companies prioritize execution-focused talent over pure strategy.

Recruiting focus:

• Practical experience with AI in sales, marketing, and customer success.

AI Is Changing GTM Workflows

AI is increasingly embedded across GTM functions.

Examples:

• Sales: AI prospecting, outreach personalization, deal intelligence

• Marketing: AI content generation and campaign automation

• Customer Success: AI support and account insights

Implication:

• Top GTM talent now leverages AI as part of their workflow.

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Leaner GTM Teams

AI allows companies to do more with smaller teams.

Emerging trend:

• Fewer manual roles

• Higher leverage individual contributors

• Increased expectations for productivity

Hiring implications:

• Focus on high-output sellers and operators

• Prioritize adaptability and tech fluency.

New GTM Talent Profiles Emerging

New hybrid roles are appearing.

Examples:

• AI-enabled SDR / Sales Operator

• Growth + Automation Marketer

• Revenue Operations with AI expertise

• GTM Systems & Automation specialists

Recruiting must evolve to identify non-traditional profiles.

Multi-Tool and Multi-Model Environments

Companies are using multiple AI tools and platforms.

Implication for GTM teams:

- Reps must navigate AI sales stacks
- Marketing teams must manage AI content and analytics tools
- RevOps becomes more strategic.

Recruiters should prioritize candidates with:

- Strong tool literacy
- Experience working in AI-enabled environments.

Rise of AI Agents in GTM

AI agents will automate multi-step GTM workflows.

Examples:

- Lead qualification
- Outreach sequencing
- Pipeline analytics
- Customer onboarding support

Implication – future GTM roles focus more on:

- Strategy
- Relationship building
- Complex deal navigation

What GTM Recruiters Should Do Now

Update hiring scorecards

- AI literacy

- Automation mindset

Source hybrid talent

- GTM + technical curiosity

Prioritize RevOps and systems roles

- Critical for scaling AI workflows

Hire adaptable operators

- People comfortable evolving with AI tools.

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Bottom Line

The biggest shift in SaaS GTM hiring:

- AI will amplify top performers rather than replace them.

Winning companies will hire:

- AI-enabled sellers
- Automation-driven marketers
- Data-savvy RevOps leaders

Recruiting strategy must evolve to identify and attract this new talent profile.