



MYNDORE

EXECUTIVE SEARCH

Leadership & GTM Talent Market Snapshot 2026

Focus Regions: United States, Europe (ex-UK), United Kingdom

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1. Introduction & Methodology

This market snapshot provides a forward-looking view of leadership and go-to-market (GTM) talent trends into 2026, with separate lenses on the United States, Europe (ex-UK) and the United Kingdom. It focuses on senior leadership roles (C-suite, SVP/VP, Director) and GTM roles across Sales, Marketing, Revenue Operations (RevOps), Customer Success and Product Marketing in B2B SaaS, technology and digital-first businesses.

The analysis draws on a synthesis of global employment outlook surveys, salary guides, and talent-trend reports from sources such as ManpowerGroup, Robert Half, LinkedIn and specialist HR/talent advisory firms, published during 2023–2025, extrapolated into a 2026 outlook. Figures are directional rather than exhaustive; the intent is to support strategic workforce planning and client conversations rather than provide a granular salary survey.

2. Macro Hiring Climate by Region (2025–2026 Outlook)

Across all three regions, the post-pandemic hiring surge has given way to a more cautious, selective market. Employers are tempering headcount growth, but remain prepared to move decisively for senior leaders and specialist GTM talent who can drive profitable growth, efficiency and AI-enabled transformation.

2.1 United States

The U.S. remains one of the more resilient hiring markets for skilled professionals and leaders, even as overall momentum cools. ManpowerGroup’s Employment Outlook Survey shows a Net Employment Outlook (NEO) of around +27% for Q1 2026, indicating that, on balance, there are still significantly more employers planning to increase headcount than reduce it. IT, financial and professional services continue to show some of the strongest hiring intentions.

However, the pattern is increasingly ‘selective growth’: organisations are slower to open broad-based headcount, but continue to invest in high-impact roles in revenue leadership, product, data/AI and transformation. Many larger tech and SaaS firms remain focused on productivity per headcount, seeking leaders who can deliver more with leaner teams.

For leadership and GTM roles in particular, U.S.-based employers are balancing a strong appetite for talent with tighter approval gateways, more detailed business cases for new roles, and higher expectations on time-to-impact once a hire is made.

2.2 Europe (ex-UK)

Europe presents a more muted hiring picture overall. ManpowerGroup’s global reports show that the Europe–Middle East–Africa region is among the weaker areas globally in terms of hiring sentiment, with Net Employment Outlooks around the high-teens percentage range through 2024–2025 – still positive, but below North America and parts of Asia-Pacific.

Continental Europe is managing a mix of slow GDP growth, high energy prices in some markets, and ongoing geopolitical uncertainty. This has encouraged a ‘wait and see’ stance in some organisations, with headcount additions heavily scrutinised. At the same time,

significant investment continues around digital transformation, cloud, AI and data platforms, particularly in Germany, the Nordics and parts of Southern Europe, supporting demand for technology and GTM leaders.

Cross-border leadership mobility remains a feature of the European market: companies are increasingly willing to consider regional GTM and revenue leaders who can operate across multiple countries from hubs such as Amsterdam, Berlin, Paris, Barcelona or Dublin, provided they can navigate language and regulatory complexity.

2.3 United Kingdom

The UK has experienced one of the sharpest slowdowns in hiring sentiment among major economies. ManpowerGroup data shows the UK's Net Employment Outlook falling to around +11% going into late 2025 – a sizeable year-on-year decline and one of the lowest readings among developed markets. Business surveys and labour-market data point to a 'low-hire, low-fire' equilibrium: organisations are cautious about expanding headcount but are also avoiding large-scale redundancies, preferring to hold steady while visibility on growth and policy stabilises.

Permanent recruitment activity for mid-level roles has softened, and employers are more hesitant on new headcount until budgets are locked. At the same time, demand for highly skilled leaders and revenue-critical GTM talent remains resilient, with recruitment agencies reporting competition and salary pressure for in-demand expertise even as overall vacancy volumes decline.

UK salary guides for 2024–2026 indicate that starting salaries for senior marketing, sales and commercial leadership roles have plateaued or grown modestly, following rapid post-pandemic increases. However, premiums persist for candidates with strong track records in SaaS, data/AI, and complex, multi-market GTM leadership.

3. Leadership & GTM Talent Themes – Global & Regional Nuances

Despite regional differences in overall hiring confidence, there is a strong convergence around the types of leadership and GTM profiles that organisations seek. Below we outline the shared global themes, then highlight specific nuances by region.

3.1 Shared Global Themes

Across the US, Europe and the UK, several themes are consistent:

- A shift from "growth at all costs" to profitable, resilient growth with clear payback on investment.
- Strong demand for leaders who can blend strategy and execution – "builder-operators" rather than pure visionaries.
- AI- and data-literate leadership, with expectations that senior leaders can sponsor AI initiatives and interpret data.
- Continued professionalisation of RevOps as the operating system for GTM alignment.

- Skills-based hiring and internal mobility, particularly for emerging leadership and GTM roles.

- Human-centric leadership with emphasis on EQ, inclusion, hybrid-team management and culture-building.

3.2 United States: Leadership & GTM Talent

In the US, boards and investors are setting a high bar for revenue and growth leaders. CROs, CMOs, CCOs and Heads of GTM are expected to own clear P&L outcomes, drive pricing and packaging strategy, and orchestrate cross-functional alignment with Product, Finance and Customer Success. AI and data are treated as central components of GTM strategy, not peripheral tools.

The US market has also seen strong growth in interim and fractional CxO models, particularly for early- and mid-stage SaaS companies seeking to professionalise sales, marketing and RevOps without immediately committing to a large permanent leadership cost. Portfolio careers – combining operating roles, advisory and non-executive positions – are increasingly common at VP and C-level.

For GTM talent, specialist roles in RevOps, lifecycle marketing, product marketing and customer success leadership remain in demand. Many organisations that over-expanded SDR and AE headcount in 2021–2022 have since rebalanced towards operations, enablement and strategic planning roles to improve productivity per rep and tighten ICP focus.

3.3 Europe (ex-UK): Leadership & GTM Talent

In continental Europe, demand is strong for leaders who can operate across multiple markets and regulatory environments. Regional GTM leaders are expected to combine commercial acumen with local nuance – adapting plays to different regulatory regimes, buying centres and cultural expectations while maintaining a coherent regional strategy.

European boards are particularly focused on compliance, ESG, and risk management alongside growth. For GTM leaders, this often means building narratives that integrate value, sustainability and compliance outcomes, not just features and price. Sales, marketing and customer success leaders who can navigate complex enterprise buying cycles and multi-stakeholder deals remain highly valued.

Language skills and cross-cultural fluency continue to be important differentiators. Leaders able to work effectively in English and one or more major European languages (for example German, French, Spanish or Italian) have an advantage for regional roles.

3.4 United Kingdom: Leadership & GTM Talent

The UK remains a critical hub for European leadership talent, particularly in London and the South East, despite the more cautious macroeconomic backdrop. Many global and European companies continue to base their EMEA GTM leadership in the UK, even where delivery teams are distributed across the continent.

UK employers are seeking leaders who can navigate a complex, post-Brexit environment: balancing domestic growth with international expansion, managing inflationary pressures,

and leading hybrid teams where competition for top performers is intense. Experience in scaling SaaS, fintech, digital marketplaces or data/analytics offerings is particularly prized.

Within GTM functions, there is strong interest in RevOps, marketing operations and commercially-minded brand and demand leaders. Organisations are less willing to fund purely awareness-driven activities; instead, they prioritise leaders who can connect brand, demand and lifecycle work tightly to revenue, margin and customer metrics.

4. Quantitative Snapshot – Indicative Numbers by Region

The following indicators provide a high-level sense of where each region sits on hiring confidence and compensation for senior leadership and GTM talent going into 2026. All numbers are directional and rounded; for detailed role-specific salary ranges, clients should refer to dedicated salary guides and bespoke benchmarking.

4.1 Hiring Confidence Indicators (2024–2026)

- United States: Net Employment Outlook in the high twenties percentage range going into 2026, with technology and financial services among the strongest sectors.
- Europe (ex-UK): Regional Net Employment Outlook in the high teens, reflecting weaker but still positive hiring sentiment, with significant variation by country and sector.
- United Kingdom: Net Employment Outlook around the low double digits heading into late 2025, one of the sharpest year-on-year drops among developed markets, but still positive and with pockets of strong demand for specialist talent.

4.2 Compensation – High-Level Patterns

Across all three regions, 2024–2026 salary guides show that compensation for senior leadership and GTM roles has largely stabilised after rapid increases during the 2021–2022 talent crunch. However, several patterns are visible:

- Premiums for leaders with proven experience in SaaS, subscriptions and data/AI-rich business models.
- Strong packages for RevOps and GTM operations leaders who can demonstrably improve productivity and forecasting.
- Continued willingness to pay at the upper end of bands for candidates with cross-border experience and multi-region scope.
- Wider use of performance-based bonuses and equity in growth companies, particularly in the US.

5. Implications & Recommendations for Clients

For boards, founders and CEOs in the US, Europe and the UK, the key implication is that the market is simultaneously more cautious and more competitive. Overall vacancy volumes may be lower, but the fight for top-tier leadership and GTM talent remains intense.

5.1 United States – How to Compete for Talent

- Be explicit about the path to profitable growth, not just top-line targets.
- Offer clarity on scope, decision rights and support for new leaders, especially CROs and CMOs.
- Emphasise the opportunity to shape AI- and data-enabled GTM models, not just inherit legacy playbooks.
- Consider interim and fractional leadership options to accelerate change while managing cost and risk.

5.2 Europe (ex-UK) – How to Compete for Talent

- Design regional roles with realistic spans of control and clear expectations around travel and location.
- Prioritise candidates with cross-border and multi-language experience for pan-European mandates.
- Ensure GTM leaders are equipped to navigate ESG, regulatory and cultural expectations alongside commercial goals.
- Use a mix of local market leaders and regional centres of excellence to balance proximity and scale.

5.3 United Kingdom – How to Compete for Talent

- Provide a clear narrative on stability, runway and board commitment in a cautious macro environment.
- Offer flexibility on hybrid work while maintaining a rhythm of in-person collaboration for leadership and GTM teams.
- Align compensation with current market benchmarks, but compete on mandate quality, culture and progression.
- Use selective, insight-led search to access candidates who may not be actively looking but are open to compelling roles.

6. Implications for Senior Candidates

For senior leaders and GTM professionals, the 2026 market will reward clarity of impact, adaptability and genuine fluency in both AI/data and human-centric leadership. Candidates who can demonstrate measurable outcomes, cross-regional experience and the ability to lead through change will find strong opportunities in all three regions, even as overall hiring remains selective.

- Quantify impact in terms of revenue, margin, productivity, customer metrics and team development.

- Show how you have used AI, data and RevOps principles to redesign GTM processes and improve predictability.
- Highlight experience leading distributed, hybrid and cross-cultural teams.
- Consider interim, fractional and transformation-specific roles as part of a portfolio career.

7. How MYNDORE Supports Clients Across Regions

MYNDORE partners with founders, boards and senior leaders in the US, Europe and the UK to identify and secure leadership and GTM talent that combines the right culture, character and capability. Our focus is on roles that meaningfully shift an organisation's growth trajectory – from CROs, CMOs and SVPs of GTM to RevOps leaders, regional commercial heads and transformation-focused mandates.

We bring together discreet search, data-backed market insight and a deep understanding of modern GTM models to help clients:

- Clarify and position critical leadership roles.
- Benchmark compensation and structure roles competitively across regions.
- Access diverse, high-calibre shortlists that are not visible in the open market.
- Secure leaders who can deliver in the realities of 2026: complex markets, profitability pressures and rapid AI-driven change.

For a deeper discussion about your leadership and GTM talent plans in the US, Europe or the UK, MYNDORE would be pleased to engage in a confidential conversation.

Contact us now

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