

The req, before you post it — what's a system, and what's a hire.

43 live GTM-engineer postings, pulled from the public ATS APIs — Greenhouse, Ashby, Lever, Y Combinator — between 24 and 28 July 2026, each hand-coded against the same eight categories. LinkedIn is robots-blocked and excluded, so every count here is a floor, not a total. What follows is what those companies actually asked for, and an honest read on which half of it is buildable. **Scope** your own req against it — it's yours either way.

43

postings, hand-coded
from public ATS data

\$164K

median of the 24
published ranges

43 of 43

require no time
carrying a quota

3–6 mo

typical search, then
a ramp into an empty room

WHAT THE 43 ASKED FOR · ● INSTALLS ◆ SPLITS ○ STAYS HUMAN

35/43	Enrichment, intent scoring, and lead routing	● INSTALLS
33/43	AI agents and agentic workflows inside the revenue motion	● INSTALLS
30/43	Own the GTM stack end to end — CRM, enrichment, automation, integrations	● INSTALLS
28/43	The data layer — pipelines, dashboards, funnel measurement <i>At 10–100 people. Warehouse ETL and attribution modeling are a different company's problem, and I'd say so before you bought.</i>	● INSTALLS
27/43	Automate outbound — personalized prospecting at scale <i>The drafting builds. The voice doesn't, and neither does the decision not to send a third follow-up.</i>	◆ SPLITS
24/43	Kill manual rep work; make the handoffs disappear	● INSTALLS
11/43	Run experiments relentlessly across the GTM surface <i>The qualitative loop builds. Real A/B testing needs volume most teams this size don't have yet.</i>	◆ SPLITS
11/43	Translate GTM pain into an engineering roadmap, embedded with Sales and CS <i>This is the judgment the other seven quietly assume someone already has.</i>	○ HUMAN

And the part no system should take, whoever builds yours

Discovery, and the trust it builds. Voice — the first thing a buyer notices and the last thing anyone is hiring for. The restraint call: knowing when *not* to send. Negotiation and the close. And a human reading every message before it goes out under your name.