

From Static to *Network*.

Every recruiter's database is full of past placements. Names that moved, titles that changed, people who now hold hiring authority somewhere new. Meerkat shows where they went, who they know, and which candidates are one warm referral away through the people you have already placed and who already trust your firm.

WHAT YOU GET ON DAY ONE

Your firm mapped from its name alone. Nothing to send us to start.

625M

people in the graph

1.85B

connections, each backed by a dated record

5

kinds of connection: worked together, same board, recommended by name, same street, same household

15–25%

of prospects take a warm introduction, against about 2% who reply to a cold email

The recruiter who is the first call when a placement moves into hiring authority wins the mandate. Meerkat makes that the default, by showing every move as it happens.

Mary Shea, PhD · Co-Founder & CGO · former Forrester Principal Analyst

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What's *inside*.

A short read on what changes when your placement file becomes a network. Written for managing partners, executive recruiters, and the teams who carry the search.

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Relationships are the most powerful force in business and in life. The intelligence to understand them has always been there, scattered and out of reach. Meerkat brings it together, so every firm can see the relationships it already has and put them to work.

Ralph Schonenbach · Founder & CEO, Meerkat

Your file goes stale. *Your network does not.*

Every recruiter knows the feeling. The placement you wish you had kept warm. The candidate who moved on without you. The best candidate for a search is often one warm referral away through someone you already placed, but that path is hidden.

Your ATS holds names, titles, and the placements you closed. What it does not show is what those people did next, or who in your network can introduce you to the candidate you actually want. The VP you placed three years ago now runs her own searches, and the engineer you want is one referral away through a colleague she trusts.

The data goes stale

Titles change, companies change, people leave. Within eighteen months most contacts in a recruiting database are wrong in at least one field, so outreach goes to the void.

The placements vanish

The candidate you placed five years ago is now in hiring authority somewhere new. She gives the search to whoever pitches first. If you do not see that she moved, you do not pitch.

The outreach goes cold

A senior candidate looks great on paper, but a cold message from a stranger rarely lands. The candidate who takes the call because a former colleague made the introduction is the one no title filter finds.

The warm referrals that fill a search are already in your placement file, hidden from every tool. Meerkat shows them, and turns the cold pitch into a warm introduction.

Ralph Schonenbach · Founder & CEO, Meerkat

Five kinds of connection. *Every path shows its evidence.*

Every connection Meerkat shows comes from a dated record, so you can see why two people know each other before you ask for the introduction. Paths are ranked by strength, strongest first.

WORKED TOGETHER

Both at Deloitte, 2014 to 2018

Twenty years of dated employment history, matched to the person across name and role changes. The candidate you placed who is now a client, and the colleagues she worked alongside.

SAME BOARD

Same board since 2019

Corporate boards, advisory councils and industry committees, with dates. The shared seat that connects a past placement to your next candidate.

RECOMMENDED BY NAME

Written recommendation on file

Public profile recommendations, where one person has vouched for another by name. The strongest signal that an introduction will be welcome.

SAME STREET

Same street in Winnetka, eight years

Licensed deed and assessor records in the United States. The metro a search realistically draws from, and the neighbor who can make the introduction.

SAME HOUSEHOLD

Same home address

Adults who currently share an address, from household and address records. Adults only, current residence. Meerkat does not map family structure.

JOB CHANGES

Know the week someone moves.

Title and employer changes come through dated, so you see when a past placement moves into hiring authority and can call first.

Public records and licensed data. Nothing scraped, nothing pooled. Nobody else offers careers, boards, deeds and households together.

The placement you forgot is *your next client*.

The same file, run two ways. The difference is between learning about a move six months late and being the first warm call the week it happens.

The reverse BD funnel · from lost placement to next mandate

THE REALITY

Three years ago you placed Sarah as VP Engineering at Company A. Last month she became CTO at Company B. Your file still shows her old role. Company B just retained your competitor for an executive search.

WITH MEERKAT

Sarah's move shows up dated the week it happens. A congratulations note goes out the next morning. Months later, when Company B needs a VP of Product, you are already the trusted recruiter.

→ Old placements become a steady source of new mandates, instead of forgotten history.

The warm referral · the candidate one introduction away

THE REALITY

You have 200 senior engineers on a slate. Title is the only filter, so the same cold message goes to all of them. The strongest candidates never engage because they have no relationship with your firm.

WITH MEERKAT

Meerkat shows which candidates are one warm referral away, through a past placement, a former colleague, or a shared employer, and who can make the introduction. You reach the shortlist through people they trust.

→ Warm referrals through people the candidate trusts, instead of 200 cold messages.

ILLUSTRATIVE EXAMPLES. FIGURES BELOW ARE FROM A CLIENT ENGAGEMENT.

A TOP TEN EXECUTIVE SEARCH FIRM ADDED ITS RECORDS

17M

relationships, where there had been a list of names

159K

job changes, dated and ready to act on

1.7M of 2M

records matched, against an industry norm of 35 to 40%

Answers where *you already work.*

Meerkat is not another dashboard for your team to learn. Ask who can introduce you in Claude, ChatGPT or Gemini, or see it alongside your CRM. No new app to open.

BEFORE MEERKAT		WITH MEERKAT
Contacts go stale within eighteen months	→	Job and title changes come through dated
Past placements drop off the radar	→	Every placement's next move, visible
You learn about job changes weeks later, or never	→	See the move and call first
Candidate outreach is a cold message to a title	→	Warm referrals through past placements and colleagues
Warm paths live only in a partner's memory	→	Every path mapped, with how they know each other
AI assistants see one record at a time	→	Ask Claude who can introduce you, and get the path back

AI ASSISTANTS

Claude · ChatGPT · Gemini

CRM

Salesforce · HubSpot

YOUR OWN DATA

Add your placement file at no cost. It stays in your firm's own workspace.

The partner asks Claude which placed candidates moved into VP roles last quarter and who in the firm can introduce them. The answer comes back in a sentence, with the path and the reason, not a week of research.

Start with your firm. *Then add your placements.*

The fastest way to see what Meerkat does is to start with the relationships your firm already has. We map your firm from its name alone, before you send us anything.

STEP 01

We map your firm.

From your firm's name alone: your recruiters and partners, their careers and boards, and the people they can reach. No data from you, no NDA.

STEP 02

Add your placements.

When you are ready, load the candidates you placed. Names, original titles and original companies are enough. Imports are free.

STEP 03

Call first.

See which placements moved into hiring authority, your next clients hiding in your win column, and reach new candidates through people who already trust your firm.

- One workspace per firm. Nothing you load is visible to anyone else.
- Public records and licensed data. Nothing scraped, nothing pooled.
- Any individual can ask to be removed, and stays removed on every refresh.
- Plans for individual recruiters, teams and whole firms.

FROM NAMES TO NETWORKS

Every placement is a network. Now *put it to work.*

Tell us about your firm. We will show you the warm referrals already in it.

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