

From Static to *Network*.

Every recruiter's CRM is a graveyard of past placements. Names that moved, numbers that changed, emails that bounce. Meerkat turns that database back into a living network. It keeps every placement current as titles and employers change, and surfaces the candidates who are one warm referral away, through the people you have already placed and who already trust your firm.

WHAT YOU GET ON DAY ONE

Past placements kept current, and the warm referral path to every candidate.

500M

Profiles in the graph, with
50 to 200 verified
relationship edges each

5

Signal types resolved at
the person level: career,
education, board,
neighbor, household

200+

Warm second-degree
paths per record, the
qualified prospects already
in your network

1

Endpoint into Bullhorn,
Greenhouse, Salesforce,
and your stack

The recruiter who is the first call when a placement moves into hiring authority wins the mandate. The relationship graph makes that the default, by keeping every past placement current and warm.

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 living 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. They are also the one force software could never see. Meerkat builds the layer that lets it, so any firm, any team, any search gets the warm referral it already has.

Ralph Schonenbach · Founder & CEO, Meerkat

Your CRM is a graveyard. *Your network is alive.*

Every recruiter knows the feeling. The placement you wish you had kept warm. The candidate who moved on without you. The number that no longer rings. The best candidate for a search is often one warm referral away through someone you already placed, but that path is invisible.

Your ATS holds names, titles, emails, 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. None of that lives in your file.

The data goes stale

Titles change, companies change, emails bounce when people leave. Within eighteen months most CRM contacts are wrong in at least one field, so outreach goes to the void. Observed title and employer changes keep the record current as careers move.

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. Lost business hides in your own win column.

The outreach goes cold

A senior candidate looks great on paper, but a cold message from a stranger rarely lands. The candidate who would take the call because a former colleague you placed made the introduction is the one no title filter can surface.

The warm referrals that fill a search have always been there, sitting inside your placement file, invisible to every tool. Meerkat maps them, and turns the cold pitch into a warm introduction.

Ralph Schonenbach · Founder & CEO, Meerkat

Five signals. *One graph.*

Every meaningful relationship between two people falls into one of five categories. Meerkat resolves all five at the person level, keeps them current, and ranks every path by strength, so for each search you can see the candidates one warm referral away and exactly who, among the people you have placed, can make the introduction.

CAREER · WORKED TOGETHER

Same employer, overlapping tenure.

Verified employment history matched at the person level, kept current as titles and employers change. The candidate you placed who is now a client, and the colleagues she worked alongside.

EDUCATION · SAME SCHOOL

Same cohort, same lab, same advisor.

School, program, year, lab, advisor. The cohort and alumni ties that warm candidate referrals actually travel through.

BOARD · SAME ROOM

Same table, same vote.

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

NEIGHBOR · SAME BLOCK

Same street, same building.

Parcel-level property records and verified residential history. The commute geography and metro that a search realistically draws from, confirmed at the person level.

HOUSEHOLD · SAME ADDRESS

Who shares the address today.

The adults who currently live at the same address, from verified consumer files. The co-resident who is also a prospect, the second name behind the front door. Adults only, current residence. Meerkat does not map family structure.

THE PATH · ANY DEPTH

Five signals become one queryable graph. Ask for the warm paths between any two people, across any combination of the five edges above, ranked by strength and freshness. The path is not a sixth signal. It is what the five become when you connect them.

Career and board, every vendor has. Neighbor and current-resident signal, only Meerkat resolves, because only Meerkat has joined property and consumer data to the people layer. One endpoint, one view, and the warm path to every prospect your network can introduce.

The placement you forgot is *your next warm referral*.

The same file. The same network. Run on a stale CRM, or run on the graph. 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 CRM still shows her old role. Company B just retained your competitor for an executive search. The candidate you placed is now a client you lost.

WITH MEERKAT

The day Sarah's title changes, the record updates and you see it. A congratulations note goes out the next morning. Months later, when Company B needs a VP of Product, you are already the trusted recruiter. Every placement in your file stays current the same way, automatically.

→ Old placements become a steady pipeline 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. A handful reply, most ignore it, and the strongest candidates never engage because they have no relationship with your firm.

WITH MEERKAT

The graph 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. The reply rate looks nothing like cold outreach.

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

Day 1

the record updates when anyone in your file changes title or employer

200+

warm referral paths per search, through the people you have placed

15-25%

warm-introduction conversion versus about 2% on cold outreach

Plugs into the tools *you already run.*

Meerkat is not another dashboard for your team to learn. It is the relationship graph beneath the ATS and CRM they already live in, keeping candidate and client records current and surfacing the warm referral path, in place.

BEFORE MEERKAT		WITH MEERKAT
CRM contacts go stale within 18 months	→	Records stay current as titles and employers change
Past placements drop off the radar	→	Every placement kept current as careers progress
You learn about job changes weeks later, or never	→	The record updates when a contact's role changes
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	→	The full referral graph, ranked and queryable
AI assistants see one record at a time	→	Your agent sees the graph, through MCP

ATS & RECRUITING CRM

Bullhorn · Greenhouse · Lever · Crelate · PCRecruiter · JobDiva · Vincere

COMMUNICATION

Gmail · Outlook · Slack · Zoom · Microsoft Teams · LinkedIn

SALES & BD

Salesforce · HubSpot · Pipedrive · Microsoft Dynamics · Affinity · Outreach

AI SURFACES · VIA MCP

Claude · ChatGPT · Gemini · Custom agents and assistants

Connect once. Every tool your team already runs becomes a Meerkat surface. The MD opens Bullhorn and the candidate view is already current, with the warm referral path attached. The partner asks Claude which placed candidates moved into VP roles last quarter and who in the firm can introduce them. The answer arrives in a sentence, not a week.

A pilot on *your placement file*.

The fastest way to see what the graph does is to point it at the file you already know. Send us your placed candidates from the last five years. We send back the same file, current and connected.

STEP 01

Send us your placements.

A few thousand candidates you placed over the last five years. Names, original titles, original companies. We do not need anything more.

STEP 02

We bring them current.

Within days the file comes back with current title and employer, verified contact, and the warm referral paths your team did not know existed.

STEP 03

You see the lift.

Identify which placements moved into hiring authority, your next clients hiding in your win column. Reach your next candidates through the people who already trust your firm.

- No multi-year contract. Pilot first, scale when the lift is clear.
- Your data stays yours. We enrich it. We do not resell it.
- Connectors live for the major stacks. Custom integrations on request.
- Built for boutique search firms and global retained search alike.

FROM NAMES TO NETWORKS

Every placement is a network. Now *make it one*.

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

info@trymeerkat.ai · trymeerkat.ai