

# Would you be paying 200k+ to a remote FTE if NOT making you \$\$\$ ?

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**You wouldn't.** Most likely neither do they.

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A data-driven analysis of  
**2,958 European companies**  
with senior US go-to-market leadership.

**What their expansion really looks like.**

# Unsung Champions 2026

## THE FILTER

# 2,171

European companies with senior  
US GTM leadership staying 1+ year

- **Europe** HQed companies with 10-1,000 people
- **Senior** (Director+) level
- **US-based** Sales and/or Biz Dev
- **Non-founder**, non-CXO
- **On LinkedIn** with verifiable profiles

## 2,958

total companies matching criteria

## 73%

with 1+ year GTM tenure

## THE RATIONALE

If a company keeps a Sr US Sales/Biz Dev  
person on payroll for 12+ months,

**they must be delivering.**

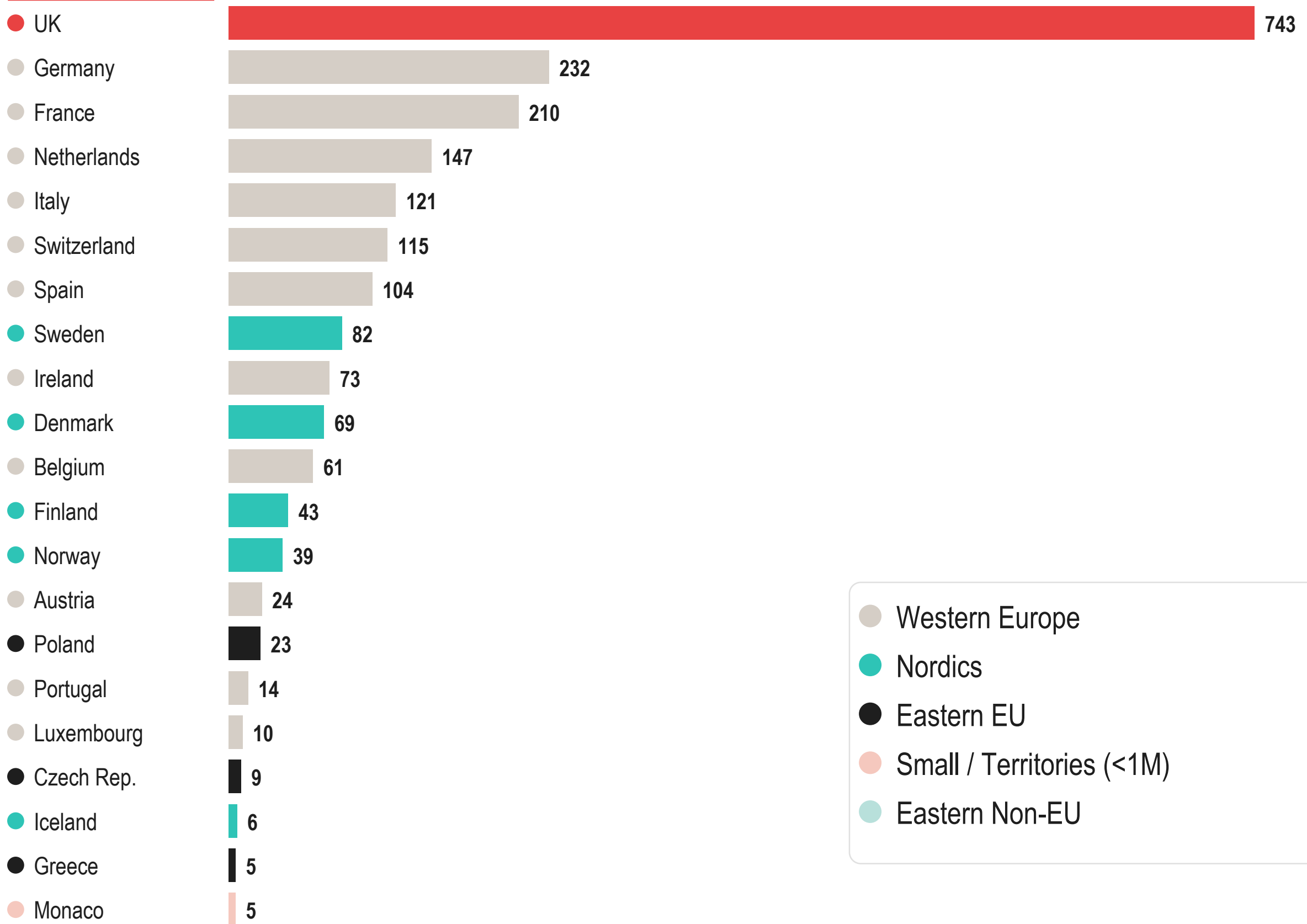
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## COMPANIES BY HQ COUNTRY

# 743

The UK is home to 1/3 of European companies winning in America

### ALL COUNTRIES



- Western Europe
- Nordics
- Eastern EU
- Small / Territories (<1M)
- Eastern Non-EU

4: ● Bulgaria ● Malta ● Estonia

3: ● Ukraine ● Hungary ● Romania

2: ● Slovakia

1: ● Gibraltar ● Bosnia & H. ● Slovenia ● Kosovo ● Lithuania ● Andorra ● Albania ● Serbia ● Isle of Man ● Liechtenst. ● Croatia ● Jersey ● Latvia





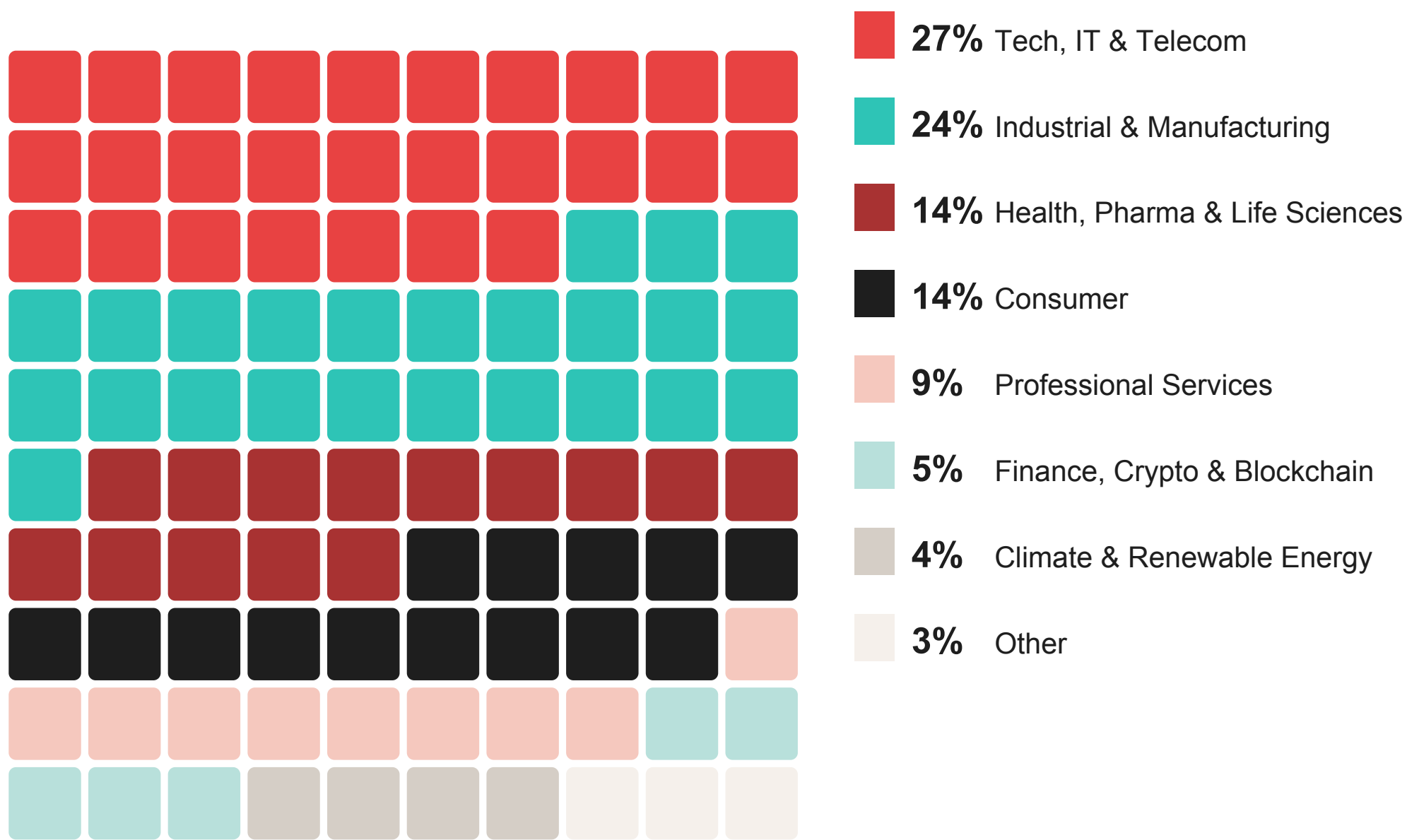
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## INDUSTRY BREAKDOWN

# 51%

Tech in the broadest sense —  
from software to heavy machinery

### INDUSTRY MIX (PER 100 COMPANIES)



## This isn't just a SaaS story.

Industrial, health, and consumer each rival narrow-definition tech in EU → US expansion.

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## FUNDING & AGE

# 78%

have no confirmed VC funding

Overwhelmingly bootstrapped or revenue-funded.

**21** years

median  
company age

**2009**

median founding  
year of recent  
US hires

**<25%**

confirmed  
VC-funded

**Not as hip & young  
as you'd think.**

But maybe the established ones skew it?

**Not really.**

Even for companies whose senior US GTM  
leaders were hired in the last 12 months,  
the median founding year is **2009**.

These aren't startups.

**They're quiet compounders.**

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## METHODOLOGY NOTE

# Near-zero

false positives in this dataset

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## What we're missing:

- 1 Companies that moved their HQ to the US while keeping staff in Europe
- 2 Companies expanding via founders / CXOs or non-GTM hires or junior US staff
- 3 PLG companies generating US revenue without senior GTM on the ground

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**The dataset isn't complete.**

**But it's clean.**

It's nearly impossible for a company not making serious moves in the US to sneak in.

Source: LinkedIn, LinkedIn Sales Navigator, Clay — Feb 2026

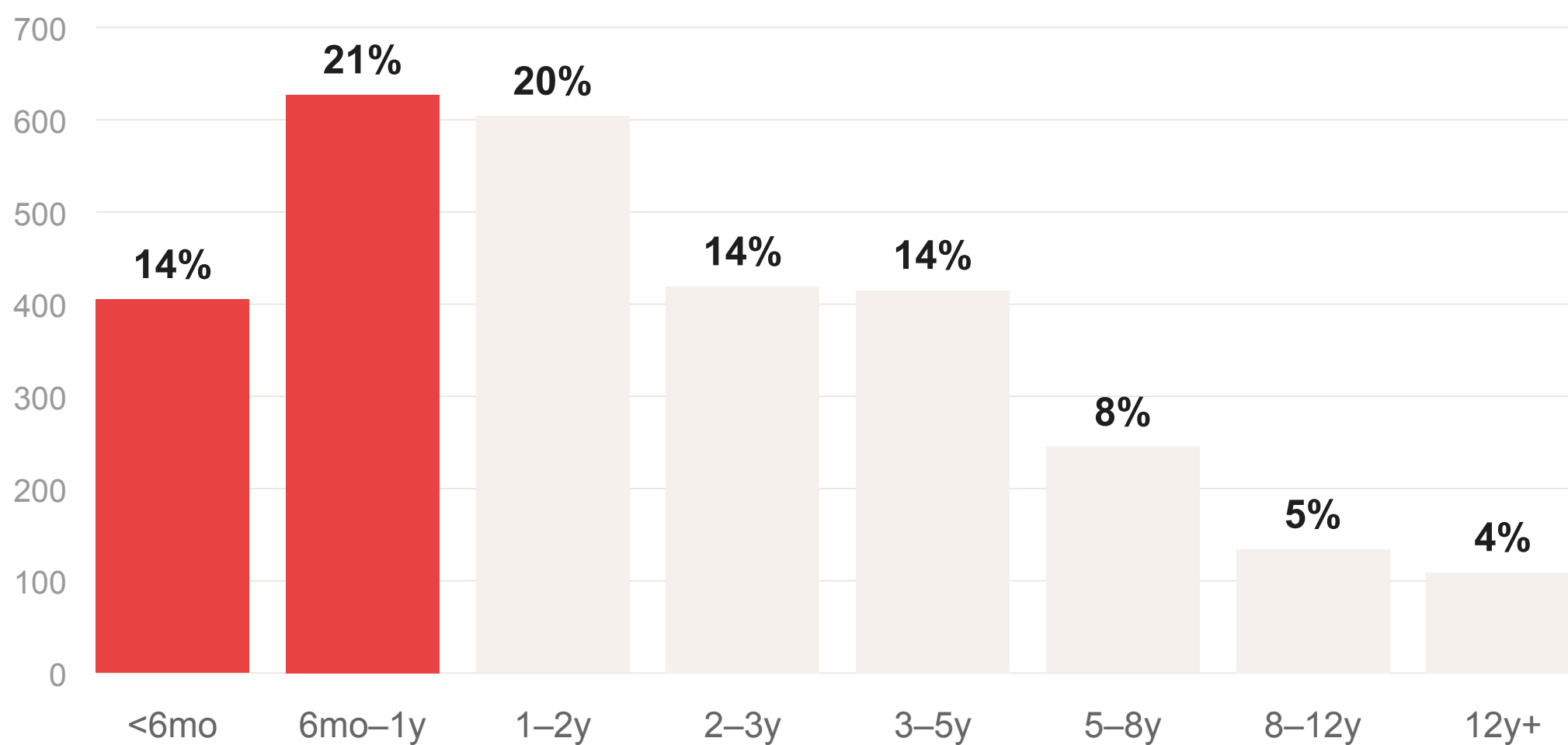
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## HIRING TRENDS

# 35%

added a senior US GTM hire  
in the last 12 months

### MIN EMPLOYEE TENURE (YEARS)



**Hiring didn't stop.**

**But it's slowing down.**

Despite trade wars and tariff headlines,  
EU → US expansion continues —  
**just more cautiously.**

SABOTAGE WORKS PRESENTS

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# Enough macro.

# Let's get practical.

I'm now talking to the leaders behind  
some of these companies.

**First "Unsung Champions" company  
case study drops Monday, March 2.**

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**Explore the full dataset:**

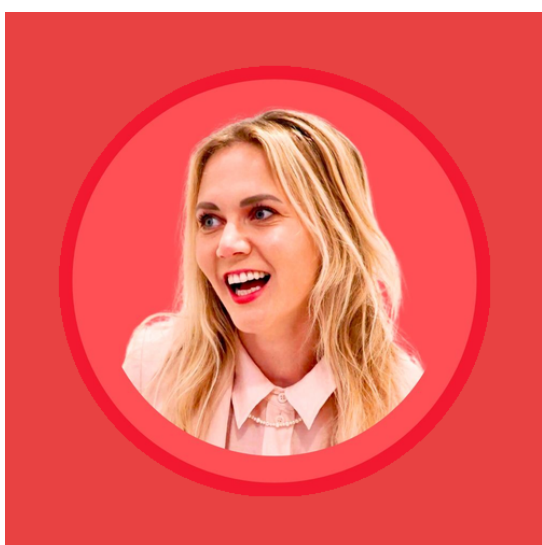
[sabotageworks.com/unsung-champions-2026](https://sabotageworks.com/unsung-champions-2026)

Interactive dashboard — filter by country, industry, revenue, tenure & more

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European company quietly winning in America?

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**Katka Sabo**

**Founder, Sabotage Works**

Helping European B2B tech & innovative  
companies with revenue \$5mil+ build their  
on-the-ground go-to-market in the U.S.  
with data-driven market intelligence.