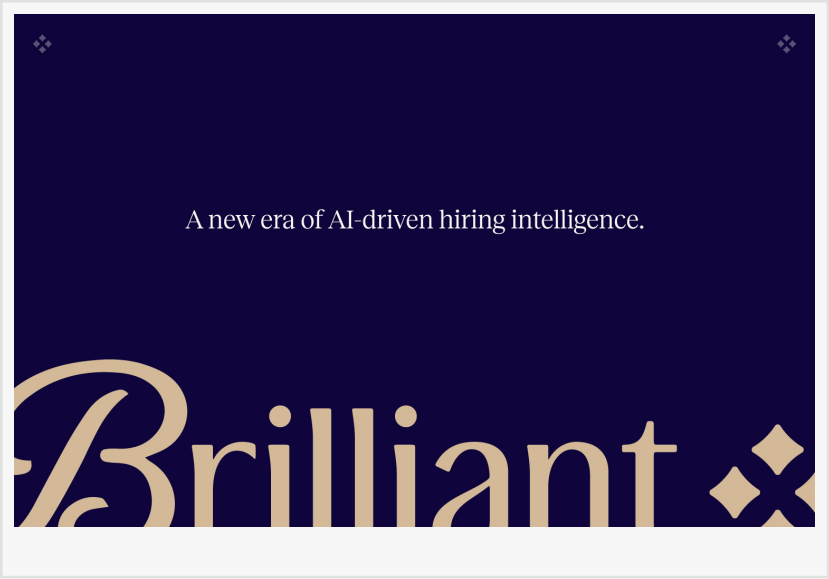
Brilliant AI Launches to Create the Hiring Intelligence Category

Built from Crosschq, ApplicantX, and Traitify, backed by Bessemer, Brilliant AI improves quality of hire, verifies candidates, and learns from every decision.



SAN FRANCISCO, CA, UNITED STATES, September 17, 2026 / EINPresswire.com/ -- The hardest questions in hiring have always been simple to ask: Will this person actually succeed in the role? Companies pour enormous time and money into reviewing résumés, conducting interviews, administering assessments, and completing reference checks, yet quality of hire remains a guess, judged long after the offer is signed, if it is judged at all.

Brilliant AI launched today to change that. Built from three companies with a decade of hiring data between them, Crosschq, ApplicantX, and Traitify, Brilliant AI connects what happens before a hire to what happens after it in one system trained on more than 200 million actual hiring outcomes. Most hiring software automates steps; Brilliant learns from what happened next, predicting who is most likely to perform, stay, and succeed while growing sharper with every hire a customer makes.

> Brilliant has the proprietary data, the platform, and the market position to lead that shift for enterprise recruiting."
>
> *David Cowan*

Brilliant AI unites Crosschq's reference and interview intelligence and quality-of-hire analytics, ApplicantX's candidate identity and fraud protection, and Traitify's validated behavioral and cognitive assessments. Together, these capabilities create one continuously learning platform that connects candidate intelligence and hiring decisions to employee outcomes.

"Every hiring product on the market functions in isolation," said Michael Fitzsimmons, CEO of Brilliant AI. "Brilliant connects them into one system that learns, so every résumé review,

assessment, interview, reference, and fraud check makes the next decision smarter. That compounding intelligence is something no single point solution can replicate, and it creates value for all employers, whether they are filling high-volume frontline jobs or the most complex technical roles."

A Data Flywheel That Learns From Every Hire

Quality of hire has long been the metric everyone wants and no one can trust. Legacy tools measure proxies such as résumé keywords and assessment scores but rarely connect those signals to whether someone actually performs and stays.

Brilliant's advantage compounds with scale. Each hiring decision and subsequent employee outcome gives its models additional information about what successful hiring looks like, creating a data flywheel that becomes more valuable as the platform grows.

Backing From Bessemer Venture Partners

The launch is backed by a strategic investment from Bessemer Venture Partners, an early backer of category-defining companies including Anthropic, Shopify, and LinkedIn.

"The most enduring technology companies don't just build products; they define categories," said David Cowan, partner at Bessemer Venture Partners. "Brilliant has the proprietary data, the platform, and the market position to lead that shift for enterprise recruiting."

Knowing Every Candidate Is Real

AI-generated résumés, deepfake interviews, stolen identities, and coordinated fraud rings have made it harder to know whether candidates are who they claim to be. Gartner now predicts that one in four job applicants will be fake by 2028. Brilliant AI verifies candidate authenticity and flags identity risk inside the same system that evaluates fit. Every fraud signal identified across the network strengthens protection for every customer.

"Recruiting teams don't need more applicants or more AI-generated noise. They need a faster way to know who is real, who can do the job, and who is most likely to succeed," said Tim Sackett, CEO of HRU Tech. "Brilliant connects those decisions in a way the market has been missing."

One Connected System, Not Ten Disconnected Tools

Traditional hiring tools work in isolation. Assessment data rarely reaches the interview, interview insights rarely inform fraud detection, and hiring decisions are seldom connected to employee performance. Brilliant's intelligence links those signals into one continuously improving picture of candidate potential, authenticity, experience, and fit, with every assessment, interview, reference, and outcome informing the next decision.

The same intelligence also makes hiring faster and simpler. Agentic interviews run on a candidate's schedule, assessments are quick to complete, and verification happens in the background, allowing companies to decide sooner and candidates to wait less.

As part of this launch, Brilliant AI also introduced Brilliant MCP, a secure connection layer built on the Model Context Protocol that makes Brilliant Intelligence available to AI agents, enterprise systems, and hiring applications. It allows organizations to deploy intelligent agents that screen, interview, assess, verify, and recommend candidates without replacing their existing systems.

Enterprise Scale From Day One

Brilliant AI launches with more than 500 customers and integrations across more than 40 HR and talent systems. Current customers include Deloitte, McDonald's, Marriott, Pinterest, WPP, ADT, AAA, and Raising Cane's. Brilliant is a Platinum Workday partner and works alongside Oracle, SAP, iCIMS, Greenhouse, and Salesforce.

"Brilliant has enabled AAA to establish a foundation for measuring and improving quality of hire," said Darnell Hill, Vice President of Workforce Intelligence & Talent Acquisition at AAA. "Today, AAA has the highest quality-of-hire score in our sector, 12% above the category average. The future of talent acquisition will be powered by this intelligence, turning every employee outcome into a better next hire."

No Disruption for Current Customers

Crosschq, ApplicantX, and Traitify will continue to operate under their existing names, so customers can keep the products, integrations, and support teams they rely on today. Over time, the products will become more connected through Brilliant's intelligence and Brilliant MCP, without requiring customers to replace what already works.

About Brilliant AI

Brilliant AI is the Hiring Intelligence company, formed from Crosschq, ApplicantX, and Traitify. Brilliant combines agentic interviewing, assessments, reference intelligence, fraud and identity protection, and quality-of-hire analytics into one continuously learning platform. Brilliant serves

more than 500 organizations, integrates with more than 40 HR and talent systems, and is powered by more than 200 million hiring outcomes. Brilliant is an Inc. Magazine Best in Business honoree for ethical AI and an HR Tech Product of the Year. Learn more at brillianthire.ai.

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