PitchMe’s SONAR Called a 'Game Changer' on First Day at SIA Collaboration X

Staffing adviser’s reaction follows the launch of a new sourcing tool built to help agencies find candidates without additional job board subscriptions.



The PitchMe booth at SIA’s CollaborationX conference in Dallas. Photo Credit: Scott Wenger

DALLAS, TX, UNITED STATES, October 1, 2026 /EINPresswire.com/ -- Forty demonstrations. One day. And an early reaction that captured the response to PitchMe’s newest product: “This new launch is a game changer.”

That assessment came from Maddie Walker of Leap Advisory Partners after seeing SONAR at Staffing Industry Analysts’ Collaboration X. PitchMe reported delivering 40 demonstrations during the event’s first day, as staffing professionals explored a new way to source candidates across the public web.

Walker, the first visitor to see the product at PitchMe’s booth, shared her reaction publicly on LinkedIn following the demonstration.

Staffing Industry Analysts also covered the launch of SONAR, outlining its approach to candidate sourcing.

For PitchMe, the response points to a practical question facing staffing agencies: how do recruiters find more of the right people without adding another job board subscription or replacing the systems they already use?

Available now in early access across the UK, US, and Europe, the product searches public web sources and returns enriched candidate profiles for review and outreach. Recruiters can describe who they need in plain language or refine searches using structured filters. Available contact information and professional profile links help them move from discovery to outreach.

“Forty demos in one day gave us a clear picture of what agencies are looking for,” said Dina Bay,

Ph.D., founder and CEO of PitchMe. “The conversations kept coming back to finding the right candidates, understanding the wider market, and making better use of the technology teams already have. Hearing SONAR described as a game changer was a fantastic moment for our team.”

The launch builds on PitchMe’s experience enriching candidate data for staffing and recruitment agencies. SONAR works alongside existing ATS and CRM systems; a further module in development will bring internal database candidates and external search results into a shared view.

Agencies can request a demonstration and early access at pitchme.co.

About PitchMe

PitchMe develops data enrichment and talent intelligence technology for recruitment and staffing agencies. Incorporated in the United Kingdom, with teams in London and Portugal, the company helps recruiters find, verify, and reach candidates. Learn more at pitchme.co.

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