

# Your Network Is Bigger Than You Think.

Most companies tap less than 10% of their available relationship network for sales. Boomerang unlocks the other 90% — by organizing it into four types of Superconnectors and orchestrating warm introductions at scale, end to end.

**What is a Superconnector?** Anyone in your orbit — inside or outside your company — whose relationships your AEs and SDRs can activate to reach enterprise buyers. Boomerang maps, scores, and manages the full introduction workflow across all four types automatically.

## 1 Executives & Employees

Scale + seniority, combined

Your executives carry C-level relationships built over decades. Your employees collectively know hundreds of buyers across every industry — and when combined, they deliver both the seniority and the scale that no individual can match alone.

### HOW BOOMERANG SOURCES THIS

- Executives upload LinkedIn connections & sync calendar events to surface active, recent relationships
- Employees: university alumni, past employer overlaps, and peer recommendations mapped automatically
- Any AE can request an intro from any executive or colleague across the org

↳ **Boomerang workflow:** Rudy drafts the intro with full deal context, routes to the right connector, and tracks through to a confirmed meeting.

## 3 Customer Network

Champions that compound

Champions change jobs — and carry your brand to new accounts. They also worked alongside buyers at your target accounts and can make peer introductions no AE could replicate. At scale, 2–3 referrals per champion per year becomes a significant pipeline source.

### HOW BOOMERANG SOURCES THIS

- Real-time job-change alerts trigger warm outreach when a champion lands at a target account
- Work history overlaps surface peer intro paths to buyers at target accounts
- Systematic referral prompts sent to champions every 3–6 months — at scale
- Customer Advisory Board members enrolled as formal Superconnectors

↳ **Boomerang workflow:** Champion job changes auto-trigger personalized outreach. Referral requests are drafted and timed by Rudy — no rep effort required.

## 2 Board, Investors, Advisors & Angels

Equity-aligned, structurally motivated

Everyone with equity in your company is motivated to help you win. Board members sit on multiple boards. Investors have partners, CXO advisory groups, and portfolios spanning dozens of companies. Advisors bring deep industry credibility. For large or strategic deals, the 2nd-degree board network alone reaches buyers no AE could access cold.

### HOW BOOMERANG SOURCES THIS

- Board members, investors, and angels upload their LinkedIn connections directly
- Work overlap data surfaces CXO advisors in your ecosystem — once enrolled, they upload connections too
- 2nd-degree board paths mapped: other portfolio companies, their board members, and extended networks
- Advisors are incentivized by equity — Boomerang makes their engagement clear, structured, and effortless

↳ **Boomerang workflow:** Superconnectors get a pre-drafted intro with deal size and "why now" — they approve in one click

## 4 Partners

Channel relationships, activated for deals

Your partners already share accounts, co-sell, and do deal registration. Boomerang gives them a structured, low-friction way to contribute warm intro paths to your live deals — going through the same onboarding as every other Superconnector type.

### HOW BOOMERANG SOURCES THIS

- Partners share LinkedIn connections or target account lists — optionally anonymized
- Reps instantly match partner data against open opportunities in CRM
- Partners become a named, accountable Superconnector layer — trackable and tied to deal outcomes

↳ **Boomerang workflow:** Partner intro paths surface directly inside Salesforce account records — same workflow as internal connectors, zero extra coordination.

**The Boomerang Advantage: It's Not Just the Data. It's the Entire Workflow.**

Relationship intelligence without orchestration is just a spreadsheet. What separates Boomerang is that it manages every step — from surfacing the path to getting the meeting on the calendar — for all four Superconnector types simultaneously.

**Pre-drafted intros**

Rudy writes a personalized, context-rich intro request — deal size, stage, "why now," and the relationship context — tailored to each Superconnector.

**One-click approval**

Superconnectors approve via Slack or WhatsApp. No new tools, no friction, no back-and-forth. They set their own rules: minimum deal size, seniority, cadence.

**Full attribution**

Every intro is tracked from request → approval → meeting held → revenue influenced. Relationship capital becomes a measurable, reportable GTM asset.

**All four types, one platform**

Executives, board, customers, and partners all onboard the same way. One relationship graph. One workflow. Searchable and actionable across the entire firm.

**IN THE FIELD — ARMIS (CYBERSECURITY, ENTERPRISE)**

**What happens when you activate all four Superconnector types.**

Armis partnered with Boomerang to build a systematic, relationship-led pipeline engine across their BDR team — automating buying group research, champion tracking, and warm intro orchestration at scale.



"Deploying AI Agents to drive concrete results in a fast-growing enterprise is uncharted territory. What I appreciate most about working with Boomerang is not only their top-tier product but also their close collaboration as strategic consultants — implementing in phased stages with multiple feedback cycles."

— Angela Frackowiak, Sr. Director of Global Growth Operations, Armis

**AT A GLANCE**

SUPERCONNECTOR	PRIMARY DATA SOURCES	BEST USED FOR	SCALE POTENTIAL
<b>Executives &amp; Employees</b>	LinkedIn upload, calendar sync, peer recommendations	C-level access, broad industry coverage	Very high — every employee adds paths
<b>Board, Investors &amp; Advisors</b>	LinkedIn upload, work overlap, 1st and 2nd-degree board mapping	Strategic & large deals, CXO access	High — 2nd-degree networks multiply reach
<b>Customer Network</b>	Job change tracking, work overlaps, referral programs, CAB connections	New logo pipeline, expansion, peer credibility	Very high — scales with customer base
<b>Partners</b>	LinkedIn upload, anonymized account lists	Co-sell accounts, channel-influenced deals	Medium-high — depends on partner ecosystem

**Every company already has four types of Superconnectors.**

Most don't know it. Boomerang makes them visible, coordinated, and revenue-generating.

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