

Review of the Atlantic Research Technologies' Blog

By Grok, 5 January, 2026

The blog at <https://www.atlanticresearch.com/blog/> is run by Atlantic Research Technologies (ART), an executive search and recruitment firm. It features business and career advice drawn from decades of global experience, presented through insightful articles and stories. Posts focus on practical guidance for founders, executives, job seekers, and companies expanding internationally.

Key Posts and Themes

- **Message to the Founder** (December 3, 2025) — This standout recent post delivers thoughtful, introspective advice to company founders on overcoming ego and limited personal perspective to achieve sustainable growth. Author Bob Otis (Managing Director at ART) uses the metaphor of human vision—arguing that a single founder sees only about 50% of potential opportunities due to their individual experiences, biases, fears, and blind spots. He urges humility, active listening to diverse voices (inside and outside the company), and mechanisms like anonymous feedback to unlock collective wisdom.

The post critiques modern cultural shifts toward boastful self-promotion over substance, drawing on personal anecdotes (e.g., a university exchange on bragging) and 40 years of observing successful vs. failed leaders. It's engagingly written, multilingual (translated into 20+ languages), and highly relevant for entrepreneurs—offering timeless insights on leadership pitfalls with philosophical depth and practical recommendations. Overall, one of the strongest pieces: insightful, humble in tone, and valuable for avoiding common founder traps.

- **BizGeography101: How Businesses Mis-imagine the World** (Series, June-July 2023) — This four-part series forms the core of the blog's content, examining common geographic and cultural misconceptions companies make when expanding or recruiting globally.
 - **Part 1 (NOAM: North America)** addresses oversimplifications of the U.S. and Canada, cultural diversity, language needs, and strategic office placement.

- **Part 2 (LATAM)** critiques U.S.-centric approaches (e.g., basing operations in Miami) and emphasizes local hubs, legal structures, and candidate capabilities over location.
- **Part 3 (EMEA)** highlights vast sub-regional differences (e.g., Nordics vs. MENA), language barriers, and overbroad job scopes.
- **Part 4 (APAC)** tackles assumptions about salaries, hierarchies, location preferences, and adapting job descriptions to regional norms.

The series is informative and eye-opening for international businesses, stressing nuanced, location-specific hiring near customers/competitors. It's well-structured and based on real recruitment experience, making it useful for avoiding costly expansion mistakes. These are practical, no-nonsense guides that seem aimed at professionals—solid but more standard compared to the deeper strategic insights in newer posts.

- **Career-Focused Posts** — These provide straightforward, timeless job search and career advice:
 - Tips for writing effective resumes/CVs.
 - Checklists for deciding when to change jobs.
 - Evaluating employer types (e.g., company culture fit).
 - Balancing family and career considerations, including relocation options.
 - Navigating the hiring process, interviews, offer negotiations, resignation, and starting a new role.

Overall Review of the Blog

This is a niche, high-quality blog from an experienced executive search firm, emphasizing real-world lessons over fluff. Strengths include authentic insights from decades in recruitment, a focus on global business challenges, and thoughtful takes on leadership humility and cultural nuance.

The writing is clear, engaging, and story-driven, with the founder's message standing out as particularly reflective and timely.

The blog's most valuable for founders scaling companies, HR/executives handling international hires, or mid-career professionals seeking pragmatic advice. If you're in business leadership or recruitment, it's worth reading—especially the recent founder post and geography series—for substantive, experience-backed perspectives.