



Embarc Advisors Serves as Exclusive Financial Advisor to Trif Technologies on Acquisition by Uprite Services

Transaction brings expanded local resources and managed IT capabilities to Trif Technologies' Dallas-Fort Worth client base.

SAN FRANCISCO, CA, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- [Embarc Advisors](#), a leading M&A advisory firm focused on middle-market IT services, announced that it served as exclusive financial advisor to [Trif Technologies](#) in connection with its strategic acquisition by [Uprite Services](#).

Headquartered in Dallas, Texas, Trif Technologies is a managed service provider delivering IT management, network maintenance, support, and technology solutions to organizations throughout Dallas, Plano, Irving, Frisco, and the broader Dallas-Fort Worth region. Founded in 2000, the company has built a reputation for reliable, client-focused IT service that helps businesses manage their technology environments and focus on their core operations.

Uprite Services is an award-winning managed services provider focused on serving organizations across Texas. The acquisition of Trif Technologies expands Uprite's footprint in the Dallas-Fort Worth market and is intended to provide Trif Technologies' client base with continued personalized support along with broad technical resources and solutions.

"I could not be more excited about this next chapter," said Kim Trif, owner of Trif Technologies. "Throughout this process, it was essential to find an organization that shared our commitment to client service, employee growth, and core values. Uprite Services stood out as an ideal partner because of the strong alignment of our philosophies, goals, culture, and technology platforms."

Stephen Sweeney, CEO of Uprite Services, mirrors Trif's excitement about the acquisition. "It reflects our commitment to investing further in local services and resources for our growing Dallas-Fort Worth client base," he said. "The Trif team has been fantastic to work with, and we've really enjoyed getting to know their clients. Kim has built something special over the past 25 years, and we don't take that trust lightly. Our clients in the Dallas area are going to benefit greatly from increased local resources, and we're very thankful that Kim has chosen to entrust us with his legacy."

Jay Jung of Embarc Advisors also commented on the acquisition, saying, "Kim Trif built a great

company with a long-standing record of client-first service, deep technical expertise, and enduring relationships across the Dallas-Fort Worth market. Embarc's unique hourly-fee-based M&A advisory model enables us to provide these smaller businesses with the enterprise-level quality of service they deserve."

The acquisition marks a new phase for both Trif Technologies and Uprite Services, strengthening their ability to serve businesses across the Dallas-Fort Worth region.

For press inquiries or more information about Embarc Advisors or Trif Technologies, contact Patrick Edwards, Publicist at Otter PR, at patrick.edwards@otterpr.com.

About Embarc Advisors

Embarc Advisors is a corporate finance and CFO advisory firm focused on startups and middle-market companies. Founded by a former Goldman Sachs investment banker and McKinsey & Co. consultant, the firm provides end-to-end support across capital raising, strategic CFO services, outsourced corporate development, and M&A. Embarc Advisors differentiates itself through an hourly-rate-based fee model that delivers senior-level, white-glove advisory services without traditional transaction-based incentives. Since 2019, the firm has closed multiple M&A transactions, led capital raises from seed stage to \$100 million-plus growth rounds, and supported long-term, profitable growth for its clients.

Patrick Edwards

Otter PR

[email us here](#)

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