Kicksaw Acquires Compass to Unite CRM, Data and AI Expertise

Kicksaw, a Rallyday Partners portfolio company, has acquired Compass, uniting Salesforce, data and AI expertise to deliver measurable business results.

DENVER, CO, UNITED STATES, October 6, 2026 /EINPresswire.com/ -- Kicksaw, a Rallyday Partners portfolio company and Salesforce consulting and revenue-operations firm, today announced a strategic acquisition of Compass, a data and AI firm with deep expertise in Databricks and Anthropic technologies, as well as data engineering, analytics, and AI. The acquisition brings together Kicksaw's enterprise Salesforce relationships and delivery engine with Compass's capabilities in data and AI transformation.

> Compass brings world-class expertise in data architecture and AI. Together, we're bridging the gap between revenue operations and enterprise intelligence."
>
> *Kenny Goldman, CEO of Kicksaw*

Together, Kicksaw and Compass will help customers connect their business priorities, Salesforce environments, data foundations, and AI initiatives through one integrated partner.

What This Means for Customers
- A broader transformation partner: Customers can access Salesforce, revenue operations, data, and AI capabilities through one connected team, reducing handoffs and simplifying execution.
- Faster path from strategy to value: Compass's data and AI expertise, combined with Kicksaw's enterprise delivery model, helps customers move from AI experimentation to practical, measurable use cases.
- More connected systems and decisions: The partnership helps customers improve data quality, analytics, automation, governance, and the connection between customer systems and business outcomes.
- Longer-term support: Beyond initial implementations, the combined team can support ongoing data quality, AI tuning, BI enhancements, governance, agent optimization, and new use cases through managed services.

"At Kicksaw, our mission has always been turning complex tech ambitions into real-world business impact," said Kenny Goldman, CEO of Kicksaw. "Compass brings world-class expertise in data architecture and AI. Together, we're bridging the gap between revenue operations and

enterprise intelligence—giving companies a direct line from Salesforce to the actionable insights that drive smarter, faster decisions."

William Chan, Co-Founder & Partner of Compass said "We are further emboldened by the vision that Kicksaw and Rallyday presented to Compass and are excited for the journey ahead. The acquisition represents a growing demand for premium data and AI services companies that can stay at the frontier."

Scott Carr, Co-Founder and Managing Partner of Compass, added, "This partnership gives Compass the opportunity to bring our data and AI expertise to a broader enterprise customer base while preserving the depth and quality of the work we do. Together, Kicksaw and Compass can help customers address larger, more connected business problems."

The acquisition marks a new chapter for both companies and gives customers a more direct path from CRM and data foundations to practical AI and measurable business results. By bringing these capabilities together, Kicksaw and Compass are positioned to help enterprises turn disconnected initiatives into coordinated transformation.

Envoy Capital Advisors served as the exclusive advisor to the deal.

About Kicksaw
Founded in 2018, Kicksaw is a Salesforce-focused professional-services firm helping companies accelerate revenue operations through technology, data, and process excellence. Kicksaw delivers strategy, implementation, and managed services across Salesforce clouds and adjacent platforms. Through its enterprise customer base and delivery engine, Kicksaw helps organizations turn complex transformation priorities into practical business outcomes. Learn more at www.kicksaw.com.

About Compass
Compass is a data and AI consultancy specializing in data products, AI transformation, and AI-native delivery. Compass has deep relationships and expertise with Databricks, Microsoft, AWS, Dataiku, and Anthropic. They help organizations build the data foundations, technical capabilities, and practical use cases required to turn emerging AI technology and existing data into business value. For more information about the partnership and services offered, please visit Compass Analytics' website at www.compassdata.ca.

About Rallyday Partners
Rallyday Partners is a Denver-based private equity firm that was built by successful entrepreneurs to provide a better way of serving and partnering with emerging companies and their leaders. Rallyday's purpose is to empower leaders to go even bigger, create the most value for the most people, and share in the experience of a lifetime. Drawing upon its four sources of capital – creative, financial, experiential, and human capital – the firm's 'by founders for founders'

strategy provides an alternative to traditional private equity for those who want to go even further, elevate entire industries, and have an experience of a lifetime together. More information regarding Rallyday is available at www.rallydaypartners.com.

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