

ActivTrak Announces Strategic Investment from Francisco Partners

Client News

November 12, 2025

Gunderson Dettmer represented client ActivTrak, a cloud-based platform that assists enterprises in driving operational efficiency through AI-powered workforce intelligence, in its strategic investment from Francisco Partners.

ActivTrak helps organizations analyze work activity data to improve productivity, engagement, and operational efficiency, empowering leaders to make data-driven decisions about people, processes, and technology.

The investment strengthens ActivTrak's position in workforce intelligence and will fuel its growth initiatives across go-to-market, product innovation, and strategic partnerships.

In the [announcement of the transaction](#), ActivTrak CEO Heidi Farris said, "As AI reshapes the workplace, organizations need objective data to understand its real impact on productivity, performance and capacity. ActivTrak provides that visibility – helping leaders balance human potential with the power of AI to drive meaningful outcomes. With Francisco Partners' support and the continued backing of Elsewhere Partners and Sapphire Ventures, we'll accelerate our enterprise growth and cement ActivTrak as the trusted source for workforce intelligence in the AI era."

The Gunderson deal team was led by Luke Thomas, Jay DelMonico, and Samuel Willie and included Maureen Sweeney and Nicole Boyd.

Companies

[ActivTrak](#)

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