Gunderson Dettmer Advises Dialpad on Acquisition of Ada

Client News
November 5, 2026

Gunderson Dettmer represented Dialpad, an AI-powered customer experience platform, in its agreement to acquire Ada, an agentic customer experience platform.

The combined company will bring communications, customer intelligence, and AI execution together in one platform. Over time, Dialpad and Ada will extend the company's approach to customer service into sales and more of the work that shapes customer relationships.

"Joining forces with Ada will bring us to a future where AI doesn't just answer customers, it will resolve even their most complex problems," said Craig Walker, Co-Founder and CEO of Dialpad, in the announcement of the transaction. "Think about how your best employee handles a hard call. They don't drop you into a transfer queue. They bring in the right colleague, make the introduction, and stay on the line to help. That's how AI agents and people will work together: passing the conversation back and forth naturally, so customers don't have to repeat themselves or start over, and every customer gets the kind of care once reserved for a company's best accounts."

The Gunderson team is being led by M&A partner John Olson together with corporate partner Jeff Higgins, and includes senior associates Matt Rietfors (corporate) and Sharon Leringato (M&A) and corporate associates Emma Anderson, Nikta Daijavad, Malik Jefferson, Jason Lee, and Kinnari Sahita, with support from strategic transactions and licensing partner Ryan Enchelmayer and associates Alex Lee and

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