

A New Paradigm in M&A

We put people first.

The Ascend Way

At Ascend, we think outside the transaction to the people behind it, providing buy-side and sell-side advisory services to high-growth companies and institutional investors in the middle market. Be it clients, employees, or prospects, our team believes in humanizing investment banking and the engagement process. We place a high value on operating with integrity, maintaining good relationships, and simply doing the right thing...all while driving value with a sophisticated, data-driven approach.



Putting People First

Humanizing investment banking and the engagement process



Simplifying Complexity

Achieving simplicity amid complexity with a sophisticated approach



Flexing for the Journey

Pivoting to provide the type of advisory needed at a moment's notice



Committing to Singular Attention

Promising expertise grounded in best practices but tailored to a client's unique needs



Partnering with Authenticity & Respect

Creating an environment where ideas to come to life, people thrive, and success flourishes



Providing "In the Trenches" Experience

Unleashing value with institutional knowledge and expertise

Leadership Team



Eric Parekh

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Douglas (DJ) Palmer

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Thien Tran

Director
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Flexing for the Journey

Businesses undergo constant transformation from startup to exit. Ascend has the unique ability to flex in any direction to deliver the type of advisory needed in any situation. Our team provides guidance through every step of an engagement and is there for the entire journey. While engagements span various industries and sizes, our primary focus is efficient, flawless execution.

Buy-Side

Platform, add-on, and roll-up strategies or PEGs, strategics, and sponsor-backed companies

Sell-Side

Minority, majority, and full sale transaction types for companies, founders, and financial sponsors

Expertise & Representative Transactions

Our team provides clients with a level of understanding and insider knowledge to optimize results. We focus on sectors where we have deep networks and high levels of investment experience. Our sector expertise and institutional background unleashes value by helping clients anticipate hurdles thereby increasing efficiency. M&A advisory with an edge.



Technology & Software

- Application Software
- Cybersecurity
- DevOps
- Enterprise Software
- Tech-Enabled Services
- Telecommunications
- Vertical Software



Business Services

- Distribution
- Engineering
- Government
- Infrastructure
- Manufacturing
- Mechanical Contractors
- Power & Energy
- Supply Chain

Direct Athletics

ACQUIRED BY

FLOSPORTS

BACKED BY

WARNER BROS. DISCOVERY CAUSEWAY
BDMI fertitta

Mainline
INFORMATION SYSTEMS

ACQUIRED

axcelinno

Interware Development

ACQUIRED BY

AVENU
WEIGHTS & ANALYTICS

A PORTFOLIO COMPANY OF

MILL POINT CAPITAL

FIDELITY
BUILDING SERVICES GROUP

A PORTFOLIO COMPANY OF

ONEX

ACQUIRED

CIT SERVICE CT HX
HCT

HCN

ACQUIRED BY

GIL-BAR

A PORTFOLIO COMPANY OF

ICG

HAVTECH

ACQUIRED

ACES

AND

MECHANICAL SYSTEMS
TESTING & BALANCING

CAPITAL SEABOARD

ACQUIRED BY

thechefswarehouse

SHADOW DRAGON

RECEIVED A STRATEGIC INVESTMENT FROM

SVERICA

municode

ACQUIRED BY

CIVICPLUS

A PORTFOLIO COMPANY OF

INSIGHT PARTNERS

NEHEMIAH SECURITY

ACQUIRED BY

ThreatConnect

A PORTFOLIO COMPANY OF

PSG
PROVIDENCE STRATEGIC GROWTH