



BLACKDIAMOND
ADVISORY

Black Diamond Advisory Announces Acquisition of Ascend Partners

Global firm builds executive team and emerges as the next leader in digital finance transformation

TORONTO, CANADA December 9, 2019 (GLOBE NEWSWIRE) - GreenShoot Capital announces the formation of [Black Diamond Advisory](#), with the acquisition of Ascend Partners, a OneStream Software global implementation partner and best in class delivery firm for CPM solutions in the Canadian market. Black Diamond Advisory was built to transform the office of finance by creating an industry powerhouse of top talent from the most respected leaders in OneStream technology together with consulting leaders in digital finance transformation.

Black Diamond is founded on the principle of “Experts Only” by combining the talents from four of the top Corporate Performance Management (CPM) firms plus the acquisition of [Ascend Partners](#) and setting out to be the future of CPM with unparalleled level of depth, capability and experience in OneStream. The firm will have a single mission of 100% customer success that is directly aligned with the OneStream executive leadership. “Our commitment to our clients will continue to drive our growth as we help many of the largest organizations across the globe digitally transform finance.” Randy Werder, President, Black Diamond Advisory.

Black Diamond Key Executives with Equity Investment:

Randy Werder, President | Former OneStream Managing Director, Alithya-Ranzal
Tami Chuang, Chief Customer Officer | Former OneStream Director of Partner Enablement
Damon Mittleder, Chief Product Officer | Former OneStream Product Manager Alithya-Ranzal
Peter Popalis, Managing Partner, Canada | Former Founding Partner, Ascend Partners
Janet Martinko, Managing Partner/ EMEA | Former Founding Partner, Ascend Partners
Colin Sawford, Managing Partner/ Technology Solutions | Former Founding Partner, Ascend Partners
Carl Yost, Chairman/CEO | Co-Founder, MarketSphere Consulting; Chairman, GreenShoot Capital

As a single firm with truly global capability, Black Diamond is committed to meeting the combined needs of the CFO and Controller, as well as IT and Business Unit Leaders. Each Black Diamond client will have access to continuous training and support to make their success a reality. A Global Innovation and Customer Success Center will be created to develop industry-leading OneStream XF MarketPlace solutions and serve as a first-class support center for all the firm’s client’s complex needs.

The timing of the announcement coincides with significant client wins in key OneStream accounts across the United States, Canada and Europe. “[OneStream Software](#)’s growth and the incredible demand for leading organizations to develop digital finance solutions has created a unique opportunity to establish a global footprint and bring unprecedented consulting and technology skills to the industry. This capital infusion supports our shared plans to meet increasing demand across the US, Canada and Europe as





well as develop XF MarketPlace solutions specifically for the OneStream community. With the stability and backing of one of the leading private equity firms, Black Diamond clients will benefit from a world-class team of experts focused on execution and innovation,” explains Peter Popalis, Black Diamond Managing Partner for its Canadian Business Unit and Former Co-Founder of Ascend Partners, also commented adding, “This investment will extend our reach into the U.S. and Europe and enhance our complete solutions approach. Our team is thrilled to collaborate with leaders in the industry we have known for years and build the firm our clients deserve.”

The equity investment in Black Diamond Advisory supports GreenShoot Capital’s plans for growth with a vision to support great entrepreneurs with a passion for OneStream, their clients and their expert teams. Craig Colby, Chief Revenue Officer of OneStream Software also commented adding, “The leadership and depth of talent assembled at Black Diamond is unique in our industry and their commitment to great client service has allowed them to be positioned for future growth. We are excited about all of this talent joining forces together to support our clients and expand product innovation.”

PRESS CONTACT

Randy Werder
President T: (407)758-7382 E: rwerder@blackdiamondadvisory.com

About Black Diamond Advisory

Black Diamond is a leading global digital finance transformation firm and a Platinum Partner of OneStream Software. The firm operates out of Denver, Chicago, Omaha, Kansas City, Pittsburgh, Atlanta, Charleston, Orlando, Toronto, Montreal, Calgary and London with immediate expansion plans for California and New York.

About OneStream Software

OneStream Software provides a market-leading CPM solution that unifies and simplifies financial consolidation, planning, reporting, analytics and financial data quality for sophisticated organizations. Deployed via the cloud or on-premise, OneStream’s unified platform enables organizations to modernize Finance, replace multiple legacy applications, and reduce the total cost of ownership of financial systems. OneStream unleashes Finance teams to spend less time on data integration and system maintenance – and more time focusing on driving business performance.

The OneStream XF MarketPlace features over 50 downloadable solutions that allow customers to easily extend the value of their CPM platform to meet the changing needs of Finance and Operations.

About GreenShoot Capital

GreenShoot Capital is dedicated to providing liquidity, growth capital, and flexible long-term management solutions to entrepreneurial partners. The firm is a leading permanent equity provider for technology firms with an unparalleled network of investors, capital partners and operators.

