

Greif Seals Deal for AI-Driven Firm

Downtown-based investment banker Lloyd Greif helps land major investment for client Trinamix, a San Jose-based firm specializing in artificial-intelligence-enabled enterprise software solutions.

By CHRISTINA CHKARBOUL
Staff Reporter

Downtown-based investment banker Lloyd Greif landed another major deal under his belt.

The Greif & Co. founder and chief executive helped secure an investment of “well into multiple nine figures” for client Trinamix, a San Jose-based firm specializing in artificial-intelligence-enabled enterprise software solutions. AEA Elevate, a growth equity investor in the Bay Area, put up the funds.

Greif said he shopped Trinamix, a leading provider of proprietary AI tools for the Oracle Corp. suite, around to a handful of private equity firms before shaking hands with AEA.

“One of the reasons that this was such a compelling match with AEA (is that it) infused rocket fuel in the company to speed its growth and speed its development of AI applications,” Greif said.

The deal also gives Trinamix founders Amit Sharma, Molly Chakraborty and Sandeep Goyal

“two bites of the apple,” Greif said. They’ll share their stake in the company with AEA instead of selling outright, positioning them for liquidity when Trinamix exits.

‘Go-to partner’ will scale

Founded in 2008, Trinamix started as a supply chain planning applications firm. It entered the Oracle Cloud eight years ago, shifting focus to providing specialized implementation, integration, development and managed services to cloud applications.

The software company, now serving more than 300 customers, has expanded at a healthy compounded annual growth rate of 38% as demand soars for Oracle’s cloud infrastructure. Interest and contracts have flowed in from companies like OpenAI, X.AI Corp. and Nvidia Corp., Oracle Chief Executive Safra Catz said last fall.

AEA’s investment into Trinamix will build on the software



Banker: Lloyd Greif is the CEO of Greif & Co.

company’s status as a “go-to partner within the Oracle ecosystem,” said Abraham Zilkha, a partner at AEA Elevate.

The private equity infusion will “support continued investment in capabilities across the Oracle Cloud suite and further scale Trinamix’s ability to deliver end-to-end solutions for large-scale enterprise deployments,” Zilkha said.