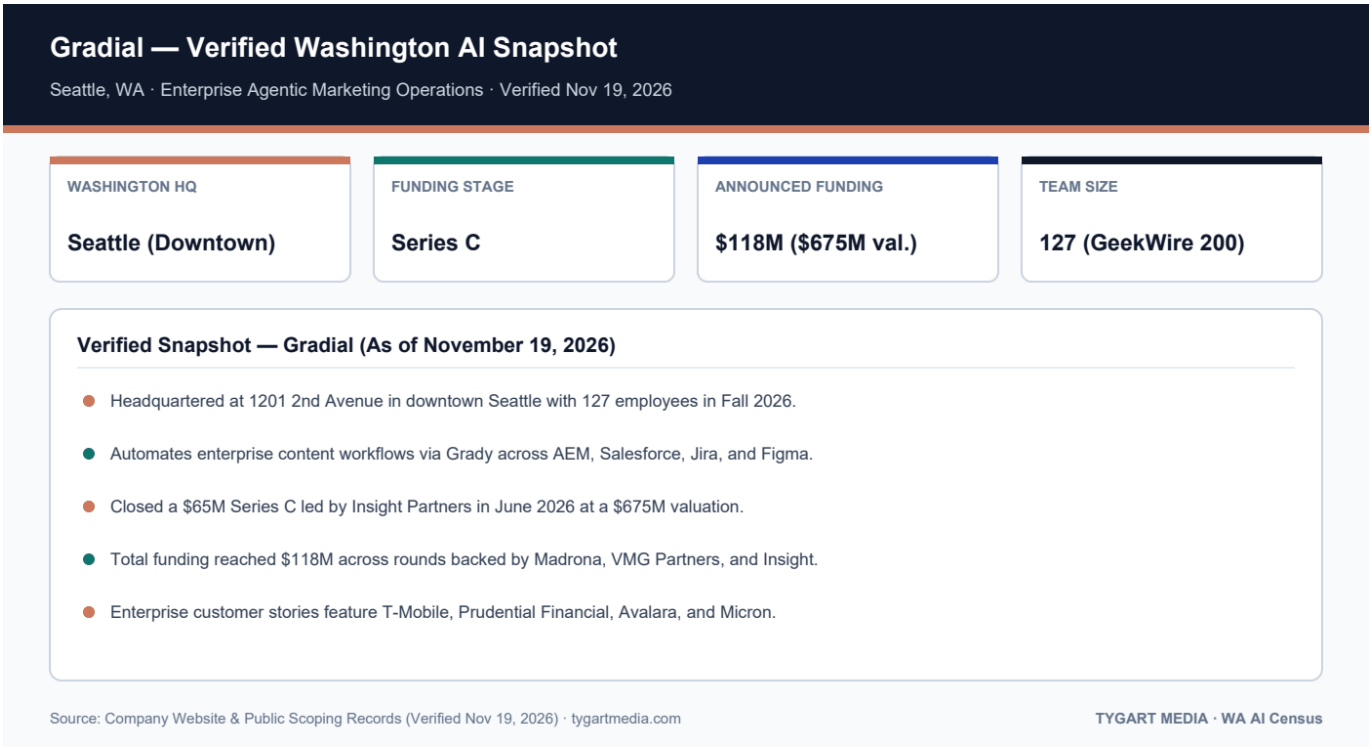
Gradial: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/gradial-seattle-wa-ai-profile/

Verified Record Summary: As of November 19, 2026, Gradial (legally Panorama Artificial Intelligence Corp., dba Gradial) operates from downtown Seattle with 127 employees listed on the Fall 2026 GeekWire 200. The company builds an agentic AI marketing operations platform centered on its AI agent Grady to automate enterprise content production and publishing across CMS, DAM, and ticketing tools. Following a $65M Series C led by Insight Partners in June 2026 at a $675M valuation, Gradial has raised $118M across four institutional rounds.



Field	Verified Record (As of Nov 19, 2026)
Company	Gradial (Panorama Artificial Intelligence Corp.)
Official Website	https://www.gradial.com/
Washington HQ	Seattle, WA (1201 2nd Avenue, Suite 1900, Seattle, WA 98101)
Other WA Footprint	Earlier Seattle office at 2505 2nd Ave; backed by Seattle-based Madrona Venture Group (Seed & Series A lead); Pacific Northwest enterprise customers include T-Mobile and Avalara
Founded	2023
Founders / Leadership	Doug Tallmadge (Co-Founder & CEO), Anish Chadalavada (Co-Founder & Chief Growth Officer), Deip Kumar (Co-Founder & CTO), Anup Chamrajnagar (Co-Founder & COO)
Stage	Series C
Announced Funding	$118M ($675M valuation following June 2026 $65M Series C; ~$118.4M across 4 rounds)
Team Size	127 (GeekWire 200, Fall 2026)
Primary Ecosystem Ties	Downtown Seattle HQ, Madrona Venture Group (Seed & Series A lead), #8 Mid-Stage on Madrona's 2026 IA40 list, GeekWire 200 (Fall 2026), PNW customers T-Mobile and Avalara

What Gradial Builds

Gradial—operating legally as Panorama Artificial Intelligence Corp., dba Gradial—builds an enterprise agentic AI marketing operations platform designed to automate digital content and campaign production from initial brief through live release. Centered on its AI agent Grady, the platform presented on the Gradial official website executes complex web, content, and asset updates inside existing enterprise marketing stacks rather than replacing them.

Its architecture connects to major content management, digital asset management, ticketing, and design tools—including Adobe Experience Manager (AEM) Sites & Assets, Salesforce, Jira, Contentful, Drupal, Bynder, Figma, Word, Workfront, and external agents or MCPs. Built-in brand governance, compliance checks, human-in-the-loop publishing controls, and enterprise security practices outlined on the Gradial Security & Trust page target large organizations where unreviewed publishing is unacceptable.

Washington Footprint and Leadership

Gradial is headquartered in downtown Seattle at 1201 2nd Avenue, Suite 1900, Seattle, WA 98101 (following an earlier office listing at 2505 2nd Ave). Founded in 2023, the company expanded rapidly to 127 employees by Fall 2026 according to the GeekWire 200, with leadership and company background shared on the Gradial About page.

Its four co-founders combine engineering leadership from SpaceX and Microsoft with operational and venture investing experience. CEO Doug Tallmadge previously managed software engineering at SpaceX (working on Starlink Direct-to-Cell and the Starlink beta program), served as an investment associate at Bridgewater Associates, and worked as a software engineer at Lockheed Martin after earning a BA in Physics from Dartmouth College. He co-founded Gradial with Chief Growth Officer Anish Chadalavada (former Microsoft AI strategy manager and Point72 Ventures investor), CTO Deip Kumar (engineering leadership at SpaceX and Microsoft), and COO Anup Chamrajnagar (former COO/CFO at Certa and early-stage fintech investor at Plaid and Point72 Ventures).

Products, Users, and Public Traction

Gradial targets enterprise marketing operations, content, creative, and digital experience organizations managing high-volume web and campaign calendars across multi-tool environments. On the Gradial official website, the company showcases named enterprise customer stories with T-Mobile, Prudential Financial, Avalara, Micron, and Visit Qatar.

Published customer stories on Gradial's site report substantial workflow acceleration, including a 77% reduction in publishing time at Avalara, a 12x reduction in authoring time (from 4 hours to 20 minutes) at Micron, and a 90% reduction in time-to-market at T-Mobile. As company-published customer metrics, those outcomes reflect Gradial's own case-study reporting and illustrate the time-to-publish KPIs enterprise marketing ops buyers evaluate.

Funding, Stage, and Place in Washington's AI Landscape

Gradial has progressed through four institutional funding rounds in roughly 28 months, culminating in a $65M Series C in June 2026 led by Insight Partners at a $675M valuation, with participation from VMG Partners, PruVen Capital, and Madrona Venture Group according to Multiples.vc and venture reporting. Earlier rounds included a ~$5.4M Seed in February 2024 led by Madrona, a $13M Series A in March 2025 led by Madrona, and a $35M Series B in December 2025 led by VMG Partners at a $350M valuation—totaling $118M (~$118.4M across all four financings).

On Madrona's 2026 Intelligent Applications 40 (IA40) list, Gradial ranks #8 in the Mid-Stage ($50M–$200M raised) category as a Seattle-headquartered company with $118M raised. Additional backers include General Advance, Outsiders Fund, Space Capital, and DLA Piper. Its funding velocity, $675M valuation, and enterprise customer roster place Gradial among the highest-valued applied enterprise AI startups built in Seattle since 2023.

Verified Primary Sources & Official References

- Gradial Official Website: https://www.gradial.com/
- Gradial About Page: https://www.gradial.com/about
- Gradial Security & Trust: https://www.gradial.com/platform/security
- Madrona IA40 2026 List: https://www.ia40.com/the-list/
- GeekWire 200: https://www.geekwire.com/geekwire-200/
- Multiples.vc: https://multiples.vc/

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/gradial-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/gradial-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.