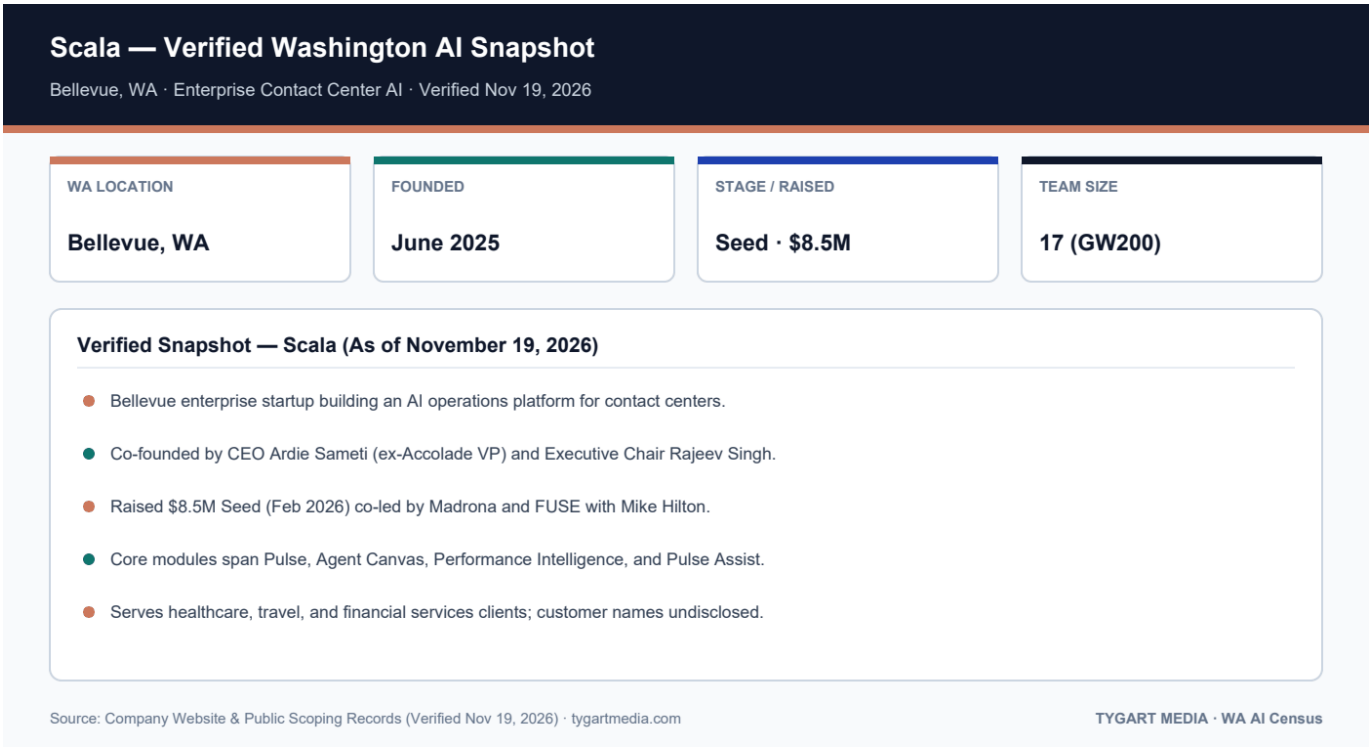
Scala: Bellevue AI Profile — Product, Footprint & Verified Record

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

Verified Record Summary: As of November 19, 2026, Scala (operating at scala.ai) is an independent, Seed-stage Bellevue company building an AI operating system and operational intelligence platform for enterprise contact centers. Incorporated in June 2025 by former Accolade executive Ardie Sameti and Smartsheet CEO / Concur co-founder Rajeev Singh, Scala emerged from stealth in February 2026 with an $8.5M seed round co-led by Madrona and FUSE and reported 17 employees on the Fall 2026 GeekWire 200.



Field	Verified Record (As of Nov 19, 2026)
Company	Scala (Scala.ai; unrelated to Scala Labs Ltd. in Nigeria)
Official Website	https://scala.ai/
Washington HQ	Bellevue, WA (downtown Bellevue permanent office as of Feb 2026)
Other WA Footprint	Founded out of a Bellevue WeWork in 2025; deep leadership ties to Bellevue/Seattle enterprise companies Concur, Accolade, and Smartsheet
Founded	June 2025 (GeekWire, Aug 6, 2025; listed as 2025 on Fall 2026 GeekWire 200)
Founders / Leadership	Ardie Sameti (Co-founder & CEO), Rajeev "Raj" Singh (Co-founder & Executive Chair)
Stage	Seed
Announced Funding	$8.5M Seed round (Feb 11, 2026; co-led by Madrona and FUSE, with Concur co-founder and former Accolade CPO Mike Hilton)
Team Size	17 employees (Fall 2026 GeekWire 200; GeekWire reported nearly 20 employees in Feb 2026)
Primary Ecosystem Ties	Madrona Venture Group; FUSE; Concur, Accolade & Smartsheet leadership lineage; GeekWire 200 (Fall 2026)

What Scala Builds

Scala builds an AI operating system and operational intelligence platform designed to sit across an enterprise contact center's existing customer experience stack. On scala.ai and in its February 2026 GeekWire launch interview, leadership positions Scala not as a standalone front-door chatbot, but as a backbone connecting disconnected CRMs, knowledge bases, conversation logs, and internal records so service operators can identify root operational bottlenecks before costs escalate.

CEO Ardie Sameti told GeekWire that point AI agents are becoming commoditized and that Scala's focus is end-to-end operational coordination across complex service organizations—analogizing the difference between automating a restaurant host and orchestrating the host, server, kitchen, and bar together. Live product navigation on scala.ai organizes this architecture around four primary modules alongside Scala Labs and a Security & Trust framework emphasizing controlled integration and auditable decision trails.

Washington Footprint and Leadership

Scala is headquartered in Bellevue, Washington, where it initially operated out of a Bellevue WeWork after incorporating in June 2025 (GeekWire, Aug 6, 2025) before moving into its first permanent downtown Bellevue office ahead of its February 2026 funding announcement. The company is listed in Bellevue on the Fall 2026 GeekWire 200 index with 17 employees (GeekWire reported nearly 20 employees in February 2026, up from fewer than 10 during stealth). Readers searching for the brand should note that Bellevue's Scala (`scala.ai`) is completely distinct from an unrelated Nigerian SMB software business operating at a similarly named domain.

The founding team comes directly out of Seattle and Eastside enterprise software leadership. Co-founder and CEO **Ardie Sameti** previously operated restaurants before joining healthcare navigation company **Accolade** in 2015, where he spent nearly a decade rising to director and vice president leading AI and platform efforts for member interactions. Co-founder and Executive Chair **Rajeev "Raj" Singh** co-founded **Concur Technologies** (sold to SAP for $8.3B in 2014), served as CEO of Accolade through its 2020 IPO and 2025 $621M take-private deal with Transcarent, and was named CEO of Bellevue-based **Smartsheet** in November 2025 (GeekWire, Feb 11, 2026).

Products, Users, and Public Traction

Scala targets large, high-complexity customer service operations across three named enterprise verticals highlighted on scala.ai: **Healthcare**, **Travel & Hospitality**, and **Financial Services**. In these environments, contact center teams handle millions of regulated or multi-step interactions across legacy telephony, ticketing, and CRM platforms where fragmented reporting obscures why call volumes and handle times climb.

In GeekWire's February 2026 coverage, Sameti confirmed that Scala has active enterprise customers across healthcare, travel, and financial services, while declining to publicly disclose specific client names, customer counts, or revenue figures. On scala.ai, the company publishes platform documentation, enterprise demo intake, and a resource hub spanning press, reports, webinars, and security governance rather than self-serve public pricing.

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

Scala is a Seed-stage company backed by an **$8.5M seed round** announced on February 11, 2026 (GeekWire). The financing was co-led by two Pacific Northwest venture firms—Seattle-based Madrona and Bellevue-based **FUSE**—with additional angel participation from **Mike Hilton**, co-founder of Concur Technologies and former chief product officer at Accolade. No subsequent funding round or acquisition has been publicly disclosed through November 2026.

Within Washington's AI landscape, Scala anchors a Bellevue cohort of enterprise-veteran startups applying agentic coordination to complex operational systems rather than consumer chat interfaces. Backed by local repeat founders who built Concur and Accolade, Scala competes against well-capitalized customer experience startups like Sierra and legacy CX analytics suites by emphasizing cross-system operational telemetry and governed human-plus-agent execution.

Verified Primary Sources & Official References

• Scala Official Website: https://scala.ai/

• GeekWire — Scala $8.5M Seed Round (Feb 11, 2026): https://www.geekwire.com/2026/ai-startup-founded-by-ex-accolade-leaders-lands-8-5m-from-seattle-vcs-to-rethink-contact-center-operations/

• GeekWire — Scala Stealth Debut (Aug 6, 2025): https://www.geekwire.com/2025/secretive-startup-backed-by-concur-co-founders-uses-ai-to-rethink-customer-experience-software/

• GeekWire 200 Startup Index: https://www.geekwire.com/geekwire-200/

• Madrona Venture Group: https://www.madrona.com/

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