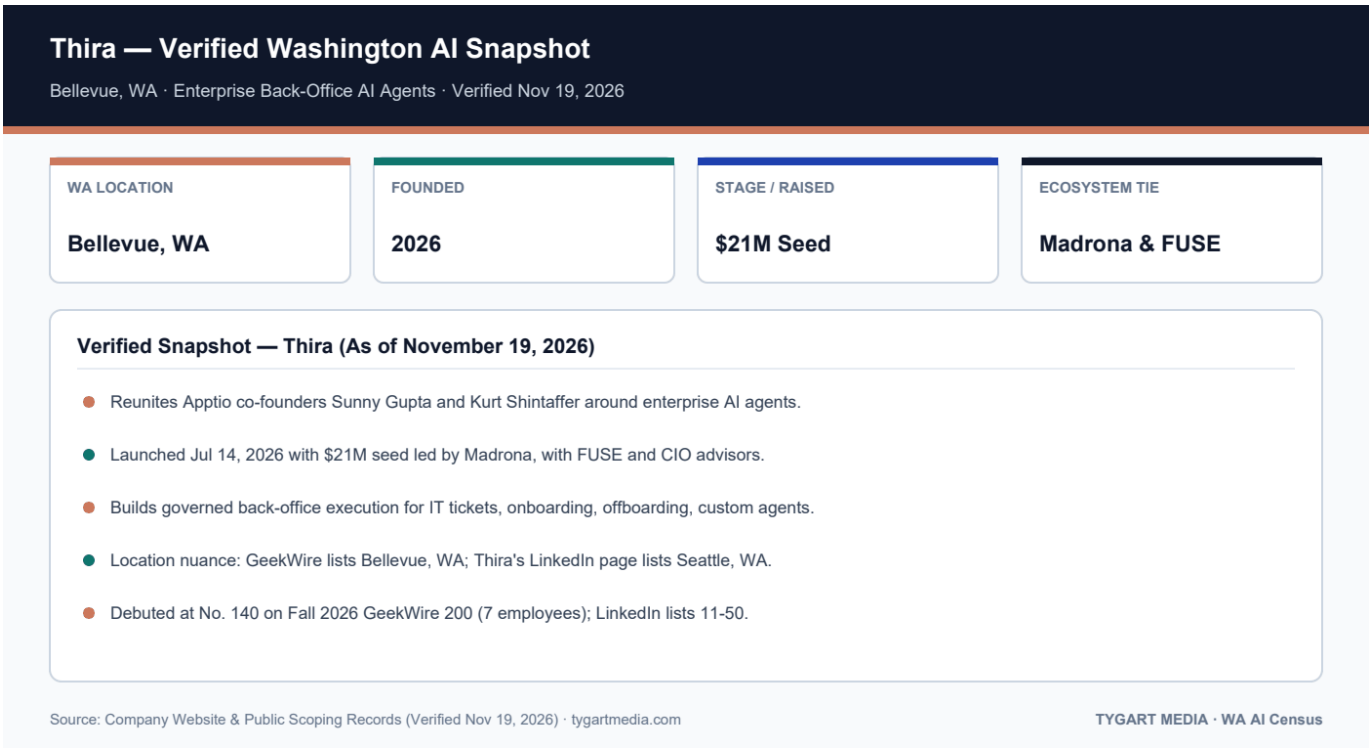
Thira: Bellevue AI Profile — Product, Footprint & Verified Record

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

Verified Record Summary: As of November 19, 2026, Thira is an active, independent enterprise AI startup operating at thira.com following its July 2026 launch with $21M in seed funding led by Madrona. Public records list Bellevue, WA on GeekWire and Seattle, WA on LinkedIn, with 10 unnamed enterprise design partners reported at launch.



Field	Verified Record (As of Nov 19, 2026)
Company	Thira
Official Website	https://www.thira.com/
Washington HQ	Bellevue, WA (GeekWire & Fall 2026 GeekWire 200); LinkedIn lists Seattle, WA
Other WA Footprint	Greater Seattle / Eastside corridor (Apptio alumni leadership rooted in Bellevue)
Founded	2026
Founders / Leadership	Sunny Gupta (Co-founder & Executive Chairman), Kurt Shintaffer (Co-founder; former Apptio CFO)
Stage	Seed
Announced Funding	$21M seed (Jul 14, 2026) — Madrona (lead), FUSE, global advisors and CIOs
Team Size	7 (Fall 2026 GeekWire 200, Sep 30, 2026); LinkedIn displays 11-50 employees bracket
Primary Ecosystem Ties	Madrona Venture Group; FUSE; GeekWire 200 (Fall 2026, No. 140); Apptio alumni founders

What Thira Builds

Thira builds an agentic AI "system of execution" for enterprise back-office operations, positioned on its official website as "the trusted AI execution platform for CIOs" and on LinkedIn under the tagline "the back office that runs itself." Its initial operational focus is autonomously resolving enterprise IT support tickets and executing multi-step back-office workflows across disconnected corporate software systems.

Rather than requiring IT teams to hand-code rigid automation scripts step by step, Thira states that its platform learns how an organization operates from internal documents, ticket history, connected systems, and unwritten operational knowledge—discovering enterprise context such as entitlement graphs and assembling workflows from reusable skills. Administrators review and approve generated workflows before deployment.

Washington Footprint and Leadership

Public sources reflect a Seattle-versus-Bellevue municipal listing nuance across Lake Washington. GeekWire's July 14, 2026 launch story and the Fall 2026 GeekWire 200 both list Thira in **Bellevue, Washington**, while Thira's official LinkedIn company page lists its primary headquarters in **Seattle, WA**. Both listings sit within Greater Seattle, and the company's canonical web address is thira.com (an unrelated thira.ai domain does not host an active Thira website).

Thira reunites **Sunny Gupta** and **Kurt Shintaffer**, the co-founders of Bellevue enterprise software company Apptio, which previously sold to Vista Equity Partners and was acquired by IBM for $4.6 billion in 2023. GeekWire identifies Gupta—who also led Madrona-backed iConclude prior to its sale to Opsware—as co-founder and executive chairman (with some summary mentions also associating him with CEO leadership), and Shintaffer as co-founder following his tenure as Apptio's co-founder and CFO.

Products, Users, and Public Traction

Thira targets large enterprises, Chief Information Officers, enterprise IT organizations, and back-office operations teams seeking governed automation across existing corporate tools. As of November 19, 2026, thira.com uses an enterprise sales motion centered on **Book a demo**, with no self-serve pricing tiers published publicly.

At its July 2026 launch out of stealth, GeekWire reported that Thira was working with **10 enterprise organizations as design partners** to test and validate its agents, without publicly naming those organizations. Team-size figures also reflect recent hiring growth across sources: the Fall 2026 GeekWire 200 (published September 30, 2026) listed **7 employees** and 766 LinkedIn followers, whereas Thira's LinkedIn page showed an **11-50 employees** size bracket and 840 followers by November 19, 2026.

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

Thira launched out of stealth on July 14, 2026 with a **$21 million seed round** led by Seattle venture firm **Madrona**, with participation from Pacific Northwest venture firm **FUSE** and a group of global advisors and CIOs. In GeekWire's launch report, Madrona Managing Director Matt McIlwain noted that Thira marks the third enterprise software venture Madrona has backed with Gupta over 20 years—following iConclude and Apptio.

Debuting at **No. 140** on the Fall 2026 GeekWire 200, Thira represents the enterprise-execution tier of Washington's 2026 AI startup cohort: heavily capitalized at the seed stage, led by repeat Pacific Northwest B2B founders, and focused on governed operational workflows rather than consumer chat interfaces. Alongside Bellevue and Seattle peers tackling enterprise analytics and runtime AI governance, it reflects strong local investor appetite for CIO-buyer infrastructure.

Verified Primary Sources & Official References

• Thira Official Website: https://www.thira.com/

• GeekWire — Thira Launch & $21M Seed (Jul 14, 2026): https://www.geekwire.com/2026/apptio-co-founders-reunite-to-launch-enterprise-ai-startup-thira-with-21m-in-funding-led-by-madrona/

• GeekWire 200 Index (Fall 2026): https://www.geekwire.com/geekwire-200/

• GeekWire Tag Archive — Thira: https://www.geekwire.com/tag/thira/

• Thira LinkedIn: https://www.linkedin.com/company/thiraai/home/

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