

Slack - Company Profile

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Slack Company Profile Slack, a leading communication and collaboration platform, facilitates seamless teamwork by centralizing conversations, files, and tools. Acquired by Salesforce in 2021, it operates as a core component of the world's #1 CRM platform, empowering organizations to streamline workflows and enhance productivity.

1. Basic Information

- * **Founded Year:** 2009 (as Tiny Speck, the company that launched Slack)
- * **Founders:** Stewart Butterfield, Eric Costello, Cal Henderson, Serguei Mourachov
- * **Current CEO:** Denise Dresser (as of November 2023)
- * **Headquarters:** San Francisco, California, USA
- * **Number of Employees:** While exact numbers for Slack as a standalone entity are not publicly disclosed post-acquisition, it contributes to Salesforce's global workforce of approximately 72,000 employees (as of late 2023).
- * **Website:** slack.com
- * **Contact:** support@slack.com | +1-800-531-0228

2. Company Overview

Slack's core business involves providing a cloud-based software as a service (SaaS) platform for team communication. It offers real-time messaging, file sharing, and integration with numerous third-party applications, making it a central hub for workplace collaboration. The company's mission is "to make people's working lives simpler, more pleasant, and more productive." Key historical milestones include its launch in 2013, rapid adoption across industries, and its landmark acquisition by Salesforce for \$27.7 billion in July 2021, significantly expanding Salesforce's customer 360 offerings.

3. Key Products and Services

Slack offers a tiered product structure tailored to various business needs, alongside powerful collaboration features:

- * **Slack Free:** Basic functionalities for small teams.
- * **Slack Pro:** Enhanced features for small to medium-sized businesses, including unlimited app integrations and group calls.
- * **Slack Business+:** Advanced administration and security features for larger organizations.
- * **Slack Enterprise Grid:** Designed for the largest companies, offering robust governance, compliance, and scalability.
- * **Slack Connect:** Securely collaborate with external organizations within Slack.
- * **Slack Huddles:** Lightweight audio and video calls for quick, spontaneous meetings.
- * **Slack Canvas:** Persistent, customizable surfaces within Slack for documentation, project briefs, and long-form content.
- * **Slack AI:** AI-powered summaries, search, and knowledge management features embedded directly into the platform.

4. Leadership Team

- * **CEO:** Denise Dresser

5. Market Position

As a subsidiary of Salesforce, Slack's individual market capitalization is no longer traded independently; it was acquired for \$27.7 billion. Slack holds a prominent position in the team collaboration software market, recognized for its user-friendly interface and extensive integration capabilities. Its main competitors include Microsoft Teams, Google Chat (part of Google Workspace), and Zoom Workplace. Slack maintains a global presence, with millions of active users and operations spanning numerous countries and languages, particularly strong in tech, media, and hybrid work environments.

6. Recent Achievements (2023-2025)

In a significant move to enhance productivity, Slack officially launched **Slack AI** in February 2024, offering AI-powered channel summaries, conversation recaps, and intelligent search capabilities. This builds on the 2023 introduction of **Slack Canvas**, a persistent digital workspace for organizing information and collaborating on long-form content directly within Slack. These innovations underscore Slack's continued commitment to integrating cutting-edge technology and streamlining communication for modern workplaces, leveraging Salesforce's broader ecosystem for deeper enterprise integration and value.