



Balfour Capital Group Salesforce, Inc.

Salesforce is a leading American cloud-based software company specializing in Customer Relationship Management (CRM) solutions. Its flagship platform provides Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud, Analytics (Einstein/CRM Analytics), Slack, and AI-powered tools to help businesses manage sales, service, marketing, e-commerce, and app development—all within a unified customer-data ecosystem.

1. Top 5 Competitors

- Microsoft Dynamics 365
- Oracle CRM (via Oracle NetSuite CRM)
- SAP CRM
- Zoho CRM
- HubSpot CRM

Additional strong alternatives include Pipedrive, Freshsales, Zendesk Sell, and Creatio

2. Largest Institutional Shareholders

Around 80 % of Salesforce's shares are owned by institutional investors .

Key managers include:

- Lone Pine Capital (Steve Mandel): ~4.07% (~1.73 M shares)
- Route One Investment Company (Bill Duhamel): ~3.79%

3. Management Team

- Marc Benioff – Chair & CEO, Co-Founder
- Parker Harris – Co-Founder & CTO (Slack)
- Robin Washington – President & COO/CFO
- Ariel Kelman – President & CMO
- Miguel Milano – President & CRO
- Kendall Collins – Chief Business Officer/Chief of Staff
- David Schmaier – President & CPO

Additional execs include Suzanne DiBianca, Steve Fisher, Sebastian Niles,



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4. Revenue

- Fiscal 2025 revenue: \$37.9 billion, 9 % YoY growth.
- Q1 FY 2026 (ending April 30, 2025): \$9.8 billion, +8 % YoY

5. Institutions with Buy Recommendations:

- MorningStar, TipRanks, MarketWatch, MarketBeat, and Barchart reflect a consensus bias toward "Buy" or "Moderate Buy."
- MarketBeat: 32 Buy, 4 Strong Buy, 8 Hold, 2 Sell
- MarketWatch: average rating "Buy"
- Barchart uses Zacks-style rankings (likely skewed toward Buy/Hold).

6. Analyst Sentiment Summary

Consensus sentiment is Moderate Buy, with strong enthusiasm around AI and the new Agentforce platform. Of 42 analysts: 28 Buy, 4 Strong Buy, and 8 Hold – only 2 Sell.

Wall Street generally views Salesforce's AI investments (Einstein, Agentforce) as positive, helping to raise FY 2026 guidance to \$41.0–\$41.3B. Although some caution about growth deceleration exists, most believe the strategic AI focus and inorganic initiatives (e.g., Informatica acquisition) support the outlook.

7. Insider Buying and Selling (Last 24 Months)

According to MarketBeat:

- Insider buys: 435,628 shares (~\$101.8 million) over 2 years .
- Recent activity: Nasdaq indicates 75,219 bought vs. 2,207,974 sold in past 12 months.
- Simply Wall St notes insiders sold more than bought in the past 3 months.
- TipRanks and Benzinga confirm small net sales of ~\$6 M in the past 3 months