

Airstride introduces Carmen, an autonomous AI agent designed to automate partner acquisition

Designed to help companies build partner pipelines faster and more consistently through autonomous decision making



London, United Kingdom Jan 19, 2026 ([Issuewire.com](https://www.issuewire.com)) - Airstride has introduced Carmen, an autonomous AI agent created to fundamentally change how B2B companies find and secure channel partners. Carmen is designed to handle partner acquisition end to end, from large scale market analysis to personalised outreach, without manual research, spreadsheets, or traditional partner operations.

Partner acquisition has historically been one of the least scalable parts of B2B growth. While sales and marketing teams have adopted automation and AI, partnerships still rely on manual discovery, subjective evaluation, and generic messaging. Carmen was built to replicate how an experienced partnerships lead would approach the problem, but with the ability to operate continuously across large

markets.

Carmen evaluates tens of thousands of potential partners using a twelve point scoring framework. This framework assesses factors such as portfolio compatibility, commercial overlap, go to market alignment, ideal customer profile relevance, and buyer persona fit. The goal is to ensure partners are complementary rather than competitive, and that both organisations are aligned around who they sell to and how they create value.

Once a company meets the required criteria, Carmen develops a specific joint value proposition for that potential partnership. The agent reasons about how the two businesses create value together and how that value should be communicated. Outreach is then crafted for the individual recipient, focusing on how the partnership benefits them and their role, rather than relying on generic templates.

Carmen is operated through natural language, allowing teams to explain their ideal partner profiles, positioning preferences, and commercial goals in plain English. From there, the agent runs autonomously across channels such as LinkedIn and email, while offering visibility into activity, performance insights, and approval controls where required.

This approach allows companies to scale partner acquisition without increasing outbound sales headcount or building large partner operations teams. By combining structured evaluation with autonomous execution, Carmen reduces the time and effort required to build a qualified partner pipeline while improving relevance and consistency.

Early users are already reporting faster partner identification, stronger engagement, and more predictable outcomes compared to traditional partner outreach methods. Airstride believes autonomous agents like Carmen represent the next phase of go to market infrastructure for B2B companies.

Learn more at <https://airstride.ai>
Product details at <https://airstride.ai/carmen-ai>

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