

Press & Analyst Contact

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Purpose:

The Infusionsoft team is driven by nine core values:

- We empower entrepreneurs
- We listen, we care, we serve
- We do what we say we'll do
- We practice open, real communication
- We face challenges with optimism
- We check our egos at the door
- We innovate and constantly improve
- We do the right thing

Current Mission:

To create and dominate the market of all-in-one sales and marketing software for small businesses, with 100,000 customers worldwide.

Company Statistics:

Founded: 2001

Employees: 350

Subscribers: 45,000

Customers: 13,000

Financing:

Infusionsoft was bootstrapped from 2001 to 2007

Series A: \$9 million in 2007 led by Mohr Davidow Ventures

Series B: \$7.9 million in 2009 led by Signal Peak Ventures with MDV participating

Series C: \$54 million in 2012 led by Goldman Sachs

Product Overview:

Infusionsoft is the all-in-one sales and marketing software for small businesses. Designed to meet the needs of businesses with less than 25 employees, Infusionsoft combines customer relationship management (CRM), marketing and e-commerce into one, easy-to-use web-based system. Using Infusionsoft is the easiest way for small businesses to grow sales and save time.

GroSocial by Infusionsoft is the tool of choice for thousands of small businesses to generate leads through social media. More than 30,000 users worldwide turn to GroSocial's social media marketing software to create a professional social media presence and to capture leads and connect with fans through Facebook and Twitter. Infusionsoft acquired GroSocial in Jan. 2013.

CustomerHub by Infusionsoft is a web-based application that provides an easy to use membership site and customer portal platform to small businesses that market and sell content online. CustomerHub was acquired by Infusionsoft in Nov. 2012.

Founders' Story

Infusionsoft was founded in 2001 by Clate Mask, Scott and Eric Martineau. Infusionsoft began as a custom software shop building solutions for small businesses.

Over time, they recognized a pattern in their small business customers' processes: they were using multiple systems to manage their sales and marketing – and none of them worked together. Clate, Scott and Eric saw the opportunity to help small businesses conquer the chaos so they built an all-in-one sales and marketing software and brought it to market in 2004.

After a few years of bootstrapping, Infusionsoft began to take off. Today, Infusionsoft has nearly 13,000 small business customers in 70 countries. Infusionsoft is frequently recognized for its product excellence, rapid sustained growth and one-of-a-kind culture.

Leadership:

Co-founder and Chief Executive Officer: Clate Mask

Co-founder and Vice President of Demand Generation: Scott Martineau

Chief Marketing Officer: Greg Head

Chief Product Officer: Richard Tripp

Chief Technology Officer: Marc Chesley

Chief Software Architect: Eric Martineau

Senior Vice President of Corporate Development: Hal Halladay

Vice President of Sales: Aaron Stead

Vice President of Business Development: Jeff Mask

Vice President of Communications: Kathy Sacks

Vice President of Culture Development: Anita Grantham

Vice President of Social Product: Zach Mangum

Awards:

Inc.500/5000 List – 2007, 2008, 2009, 2010, 2011, 2012

Entrepreneur and Great Place to Work Institute “Best Small Workplace” – 2011

Ernst & Young Entrepreneur of the Year 2012 Finalist

ZDNet CRM Watchlist 2011, 2012 and 2013 Winners

[See all awards](#)

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