

INFUSIONSOFT, INC. AWARDS RICHTER COMMUNICATIONS & DESIGN GROUP AS 2017 “ELITE BUSINESS OF THE YEAR”

Lee Richter, CEO, of Richter Communications & Design Group, Honored at Infusionsoft’s Annual User Conference.

(Oakland, CA – May 17, 2017) - The CEO of Infusionsoft inspired thousands of attendees as he presented Lee Richter, CEO of Oakland-based Richter Communications and Design Group, the 2017 “Elite Business of the Year” Award at the company’s annual user conference, ICON in Phoenix, Arizona.

Richter was celebrated for her unique vision and resilient drive to revolutionize her business as she says, “the business world is consistently changing.” For more than 25 years, Richter has strategized and launched dozens of successful businesses in the financial, education and lifestyle sectors. As the CEO of Richter Communications, she is passionate about designing and launching marketing campaigns and products that represent her mission and her values.

Elite Business of the Year Winner

Infusionsoft executives chose Richter Communications and Design Group as the winner of the Elite Business of the Year in 2017. The selection process was based on the following criteria:

- Business metrics, progression and performance
- Strong leadership of the company’s vision
- The CEO/founder’s story of personal and professional growth

Before the winner was announced, the three finalists were invited to share their stories with thousands in attendance. Afterwards, Clate Mask, CEO of Infusionsoft, announced Richter Communications as the 2017 Elite Business of the Year winner! Lisa Nichols – CEO of Motivating the Masses, motivational speaker, author and Lee’s Global Leadership Coach – also congratulated Lee Richter during her keynote.

As the 2017 *Elite Business of the Year*, Richter shared her #1 lesson is “to ask for help. My top tip for others to achieve success is to attract top talent for your direct reports and other key team roles,” Richter said, “Once that is in place, it allows the leader to focus on team success.”

Clate Mask, CEO of Infusionsoft, shared “We are thrilled that Lee is awarded Elite Business of the Year. Her dedication and participation in the program is what catapulted her business success. Lee is an ideal ambassador as she is always willing to implement what she learns and contributes strategies to help her peers succeed.”

About Infusionsoft, Inc.

Infusionsoft is the leading sales and marketing software for small businesses. The eight-time Inc. 500/5000 company is based in Chandler, Arizona.

Infusionsoft is on a mission to simplify sales and marketing for millions of small businesses. The company focuses solely on empowering small business success and provides a powerful, integrated sales and marketing automation solution. The privately held, eight-time Inc. 500/5000 company is based in Chandler, Arizona and is funded by Goldman Sachs, Bain Capital Ventures, Mohr Davidow Ventures and Signal Peak Ventures.

About Lee Richter

Lee Richter is an award-winning global leader. Lee is recognized as one of the Top 100 Women Business Entrepreneurs multiple times by the San Francisco Business Times. Richter was awarded the Infusionsoft Elite Business of the Year in 2017 and is one of more than 135,000 product users.

Richter Communications and Design Group was founded by Lee Richter in 1991. Her business acumen and talent has generated national and international results with clients such as Bank of America, Merrill Lynch, Robertson Stephens, Autodesk, Stanford Research Institute, Edmunds.com, Holistic Veterinary Care, The Pet Concierge and Del Webb among others.

For Interviews:

Please Contact

Narina@GoAskLee.com

510-594-0828