



G R O W

Former Infusionsoft Executive and Intuit Leader, Richard Tripp, Joins Grow, Inc. to Accelerate BI for SMBs

November 27, 2017, Orem, UT — Grow, Inc. announces the assignment of chief product officer to POV Method creator and BI expert, Richard Tripp. Tripp brings more than 15 years of executive experience to the business intelligence start-up and will oversee product management and engineering to help Grow continue to dominate the SMB BI space.

“We are excited to have Richard as part of the Grow team,” said Rob Nelson, CEO and founder of Grow. “The knowledge and experience he brings with him will be a great asset to our company and Grow users. We look forward to how Richard will help us provide an even better BI experience for SMBs.”

Tripp brings a successful performance history as an entrepreneur, starting several successful companies, and 15+ years of software development practice to Grow. Tripp has studied the business software needs of almost 4,200 SMBs - 680 at Intuit and 3,500 at Infusionsoft. He has been a consultant for more than a dozen SaaS companies on product development strategies. Tripp has also implemented the methodology he created for improving economic productivity of software engineering, the POV Method, at Infusionsoft and a dozen other companies.

Tripp joins Grow after three years at Infusionsoft serving as their CPO, vice president of product, vice president of strategy, and vice president of customer success. He delivered high-impact results in all roles.

Prior to Infusionsoft, Tripp worked for four years at Intuit, a business and financial software company, as their offering leader in business analysis. He worked closely with software expert and mega-entrepreneur Scott Cook to help launch Intuit’s SaaS BI platform for Quickbooks users, which garnered over 17,000 downloads on the first day.

“I really enjoy serving with exponentially evolving technology platforms, so I am excited to be a part of Grow and work with a team that is already providing a great analytics solution to SMBs,” said Tripp. “I look forward to adding my knowledge and skills to the talent and ingenuity at Grow to help many more SMBs achieve greater success with BI.”

Tripp has a Bachelor of Arts from Brigham Young University in English. Tripp loves to write, produce, and perform jazz, R&B, and hip-hop music in his spare time, as well as hiking, biking, and doing yoga. Most of all, he loves spending time with his three kids in Sundance, UT.

Grow, Inc. Resources:

Company website: grow.com

Twitter: [@gogrow](https://twitter.com/gogrow)

Blog: blog.grow.com

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About Grow, Inc.:

Grow empowers businesses to become data-driven and accelerate growth by aligning team objectives and inspiring strategic decisions. Grow data dashboards are the simplest way to unite data from hundreds of sources, including spreadsheets, databases, and SaaS

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applications. With Grow's business intelligence software, enterprise-quality data insights are attainable for any business.

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