

GreenRope's CEO Founder, Lars Helgeson, Named Most Admired CEO Finalist

Written by Australian Business



(PRLEAP.COM) **San Diego, CA – December 3, 2013** – Lars Helgeson, the Founder and CEO of [GreenRope](#), a leading CRM and Marketing Automation platform, is in the running to becoming one of San Diego's Most Admired CEOs.

Every year the San Diego Business Journal celebrates San Diego's top CEOs, and this year, Lars Helgeson of GreenRope made the cut. Helgeson has been in the email marketing and tech industry for over 15 years. His latest venture, GreenRope is one of the fastest growing CRM and Marketing Automation companies out there, and saw 105% growth in the past twelve months.

But that isn't all he has accomplished. Over the years, Helgeson has built a solid and loyal core team at GreenRope. He believes in collaborative leadership over the more traditional style. Collaboration, encouragement, and transparency are a few of the key pillars to this type of leadership. According to this next quote from one of the GreenRope team members, Helgeson has mastered the art.

"I am thrilled to see our CEO, Lars, as finalist. He, in my opinion, deserves it more than anyone. Lars is a true leader, an inspiration, and one of the smartest people I have ever met," says Director of Marketing, Alessandra Ceresa. "I feel blessed everyday to be able to work with someone who not only believes in everyone on the team, but enriches the passion we all have for GreenRope."

Helgeson says, "I am honored to be selected amongst a group of similarly accomplished CEOs in the San Diego area."

The award ceremony will be held on Thursday, December 5, 2013 at Paradise Point Resort & Spa.

Read more about Lars Helgeson's background and learn more about his company [here](#) .

About GreenRope

Lars Helgeson, who saw the need to make running a small to mid-sized business easier and more efficient, founded GreenRope. GreenRope's mission is to resolve the challenges of managing business operations by providing cloud-based integrated software that is effective, affordable, and user friendly. GreenRope streamlines key operations, including e-commerce and accounting, CRM, email marketing, mobile marketing, calendaring, websites, social media and more, into one easy-to-use platform. By using GreenRope, companies can reduce their marketing and CRM software expenses by an estimated 80%. GreenRope's affordable pricing plans start as low as \$99/month. Visit www.greenrope.com for more information.