



## LemonStand Grows Nearly 3000% In First Year, Expands Leadership Team To Accelerate Platform Development & Growth

*SaaS eCommerce platform newcomer with a difference caps a successful first year of operations with early global traction; veteran executives join to accelerate platform growth and further develop dynamic client solutions.*

April 22, 2015 - Cloud-based eCommerce platform [LemonStand](#) announces year over year subscription bookings growth of 2917% for the quarter ending March 31 having won early adopter customers across North America, Europe, Latin America, the Middle East and Asia. Initially launched in January 2014, the Vancouver-based solution also announces the appointment of veteran eCommerce and software executives [Ross Paul](#) and [Bruce Alderson](#) as VP of Growth and CTO, respectively.

With a focus on bridging the eCommerce platform gap between inflexible, entry-level SaaS platforms and expensive, complex enterprise platforms, LemonStand offers a complete solution that is designed specifically for growing eCommerce brands. LemonStand's eCommerce platform includes end-to-end design customization, a robust API for developers, site-wide SSL, subscription commerce, digital products, zero transaction fees and more to help online brands sell more.

"While we are still young and have more work to do to mature our platform, feedback from our customers and partners around the world has reinforced our belief that one size does not fit all," says LemonStand Founder and CEO [Danny Halarewich](#). "We're building a leadership team that's focused on executing our mission to help eCommerce brands stand out from the sea of carbon-copy online stores, and optimize the shopping experience from end-to-end using our platform's unmatched customization features."

Having co-founded Onvia, an eCommerce pioneer that IPO'd on the Nasdaq in 2000, followed by senior marketing and business development leadership roles at security software companies Websense and AVG, Paul will become a focal point for driving all strategic growth efforts across LemonStand as the company begins to scale its early customer base. As former VP of global operations at ACL — a leader in cloud-based GRC software — Paul also led the go to market strategy, introduction and acceleration of ACL GRC, an acquired SaaS Governance, Risk Management and Compliance platform, achieving consistent 100%+ growth over 3 consecutive years and acquiring customers in over 25 countries.

With more than 20 years of experience in software development, Alderson will lead LemonStand's engineering and UX teams. As CTO he will focus on creating a flexible and bulletproof eCommerce platform for growth-oriented brands, which require solutions that are



quick and easy to deploy and operate, but also beautiful and customizable. With these types of solutions LemonStand enables marketers, designers and developers to optimize the shopping experience and purchase conversions in a way that is not possible with other established platforms. Prior to LemonStand, Alderson was CTO at Discovery Software, an innovator in SaaS and mobile education software, and Senior Developer at Triant Technologies, a leader in equipment health monitoring and data analysis technology.

“I’m excited to tackle the big gap that exists between the myriad of solutions that are good enough for small DIY lifestyle businesses and the expensive, overly complex enterprise solutions for large businesses,” said Paul. “Our opportunity and challenge is to build beautiful software that designers and developers can work with on their own terms without adding unnecessary overheads for entrepreneurs and their employees to run and grow their online stores,” added Alderson.

Boosted by its new leadership team and continuing its impressive growth, LemonStand is set to become the go-to platform for fast growing eCommerce brands and the web agencies who work with them to build shopping experiences that stand out from the crowd.

## About

LemonStand helps entrepreneurs challenge the status quo with a cloud-based eCommerce platform to create beautiful, mobile-friendly online stores that can be fully customized top to bottom, including the checkout. LemonStand offers brands the flexibility to completely optimize the shopping experience to sell more. With additional benefits like unlimited customer support and zero transaction fees, LemonStand is the solution that entrepreneurs need to grow an amazing eCommerce business.

LemonStand is backed by BDC Venture Capital with Andrew Lugsdin on the board, alongside Kalle Radage who has extensive industry experience. Paul Rochester, former CEO of Layer 7 (acquired by CA Technologies) is also an investor and an advisor to the company.

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