

Lavu CEO out after three months

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After just three months Marc Chesley has left Lavu as its CEO.

After just three months as the CEO of Lavu, [Marc Chesley](#) has left the company.

[Ohad Jehassi](#), who was Lavu's COO and is now the company's president, confirmed Chesley left the company after Lavu's plans to expand to Phoenix were postponed. Jehassi said he will run the company moving forward, and Lavu will not be seeking a new CEO.

Chesley's [LinkedIn profile](#) shows that his tenure at Lavu ended this month, just [three months after it was announced](#) he was replacing founder [Andy Lim](#) as CEO. As of Wednesday, Chesley was [no longer listed on Lavu's website](#).

Jehassi said Lavu had hired Chesley as CEO to help the company expand and open a Phoenix office. But after Chesley came on board, the decision was made to nix Lavu's Phoenix ambitions.

"Expanding the company to Phoenix, having the CEO sitting in another city, it was too much," said Jehassi. "It wasn't the right time to do that."

Jehassi said it was Chesley's decision to leave.

"Regarding the fact that it didn't make sense to expand to Phoenix, Marc decided it just wasn't going to work for him," he said.

Chesley will remain as an adviser to the company and will have a larger role advising Aldrich Capital Partners, the firm that invested \$15 million in Lavu last year, Jehassi said.

"We love Marc," Jehassi said. "It just didn't make sense at the time. It makes sense for everyone to be together. We were worried about the impact on the company's culture — dispersing everyone. Now's not that time. Having a CEO in another city was too much of a risk. Culture is what built this company and is what will compel us going forward."

Chesley told our sister company in Phoenix he left Lavu last Thursday. He told Phoenix Business Journal reporter Hayley Ringle that he is still working out a separation agreement and will be able to talk more about what happened next week.

Before joining Lavu, Chesley was an early investor and employee at Infusionsoft, a Chandler, Arizona-based small business sales and marketing software company. Over his 10 years there, he helped grow the company from \$1 million in revenue and 15 employees to \$100 million in software revenue and 700 employees, leading multiple funding rounds to secure over

\$100 million in venture financing.

"I've spent the last decade of my life helping all types of entrepreneurs succeed," Chesley said back in March. No word yet if Lavu is already hunting for a new CEO. Lim has been busy promoting his new venture, Addmi, [a business contact app](#).

According to a [Phoenix Business Journal article](#), Chesley, an attorney by trade, helped Infusionsoft secure its two last big rounds of fundraising, including \$54 million in Series C from [Goldman Sachs](#), and \$55 million in Series D from Bain Capital Ventures.

Lavu, which makes an iPad-based point-of-sale system and is used by about 4,000 customers in 86 countries, is one of Albuquerque's biggest startup success stories to date. Lavu has also grown its Downtown presence with large signage outside its headquarters at First Street and Central Avenue and has grown to about 60 employees.