

AMITAI SASSON

Vice President of Marketing & Technology



Amitai Sasson is the vice president of marketing and technology of overstockArt.com. In this role, he focuses on all aspects of growing and marketing **overstockArt.com** to establish its dominance in the online wall décor market. He designed and developed not only the company online store, with annual sales of over \$2 million, but also the enterprise resource planning, customer relationship management and supply chain management systems that **overstockArt.com** employs every day.

Sasson came from modest roots himself; he was born in Kibbutz Ein-Shemer, a small social society close to the center of Israel, and moved to the United States when his family relocated to Newton, Mass. when he was only six years-old. At age 21, after finishing his Israeli Air Force service, Sasson came back to the United States to pursue his life-long dream of playing Division 1 Men's Volleyball.

He earned an athletic scholarship to Ball State University in Muncie, Ind., and was a four time letter winner who was instrumental in the success of the university's volleyball program that reached the 2002 NCAA Final-Four and made it to the cover of Volleyball Magazine in May of 2003. Sasson graduated

from Ball State in 2005 with a masters in computer science and earned his MBA from Tel-Aviv University in 2009.

Prior to attending Ball State, Sasson was introduced to hand painted art through a friend and saw the amazing opportunities of this decorative product. He started selling oil paintings door-to-door, and after a month he saved enough money to sustain himself through the first year of college.

Through Sasson's experience **overstockArt.com** was born. He introduced the product to his brother David, an experienced drop-ship vendor for various big-box retailers, and in 2002, they joined forces with Amit Yaari and formed **overstockArt.com**. The company started from David's home, and in less than a decade has established itself as the most significant retailer of hand painted oil paintings on the Internet.

In 2011, Sasson played a leading role in the launch of **Artist Become (ArtistBe.com)**, the new online community for creating, selling and buying artwork online. The site provides a unique means for emerging artists to be discovered, and to assist established professionals in finding new clients without relying on agents. **ArtistBe.com** is owned and operated by **overstockArt.com**.

Sasson also led the efforts to implement a mobile strategy for the online art gallery. He has overseen the release of an iPad app, iPhone app, Android app and the company's mobile website.

Sasson lives in Tel Aviv, Israel and manages the **overstockArt.com** Israel office.

About overstockArt.com:

Founded in 2002, overstockArt.com is one the web's leading distributors of high-quality wall art. With more than 100,000 wall décor combinations to choose from in stock at all times, the online retailer has one goal: to make it easy and affordable for people to transform their space with hand painted art. Recognized as a premiere shopping destination for hand painted fine art reproductions, overstockArt.com has expanded its offerings to include hand painted and hand carved decorative ceramic tiles and high-quality original canvas art prints. The company also owns and operates Artist Become (ArtistBe.com), the online community for contemporary artists around the world. overstockArt.com provides decorating assistance, custom framing, commercial decorating services, augmented reality tools to help people visualize the art in their space, and interactive mobile apps for iPad, iPhone and Android. Headquartered in Wichita, Kan., the retailer was named to Inc. Magazine's 2010 and 2011 Inc. 5000 lists, Internet Retailer magazine's 2012 Hot 100 list and 2011 and 2012 Second 500 Guides, and was recognized with the STELLAService Seal for excellent customer service. For more information, visit www.overstockart.com.