

## **AMITAI SASSON**

### **Vice President of Marketing & Technology**



Amitai Sasson is the vice president of marketing and technology of [overstockArt.com](http://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. In 2011, he oversaw the release of an iPhone app, Android app and the company's mobile website.

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

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#### **About overstockArt.com:**

Founded in 2002, [overstockArt.com](http://overstockArt.com) is one the web's most successful distributors of wall décor items. With more than 100,000 wall décor combinations to choose from in stock at all times, [overstockArt.com](http://overstockArt.com) has become a premier shopping destination for fine art reproductions online. The Wichita, Kan. based online art gallery was named to Inc. Magazine's 2010 and 2011 Inc. 5000 lists, Internet Retailer magazine's 2012 Hot 100 list and inaugural Second 500 Guide, and was recognized with the STELLAService Seal for excellent customer service. The retailer also owns and operates Artist Become ([ArtistBe.com](http://ArtistBe.com)), the online community for contemporary artists around the world. For more information, visit [www.overstockArt.com](http://www.overstockArt.com).