

## **overstockArt.com CEO Invited to Write a Column About Ecommerce**

*David Sasson, CEO and Founder of overstockArt.com, to host a brand new column called 'Hand Painted Ecommerce' on the popular online publication, Practical Ecommerce.*

Wichita, Kansas ([PRWEB](#)) November 11, 2013 -- David Sasson, CEO and Founder of popular online art gallery [overstockArt.com](#), has recently started writing his very own column on the popular online outlet, Practical Ecommerce. The column is called '[Hand Painted Ecommerce](#)', titled appropriately after David's own business product line, overstockArt.com's unique hand painted art collection.

"The column is a collection of articles I will write each month about ideas and observations in eCommerce and how we, at overstockArt.com, have put these ideas in place and learned from our experiences" said Sasson. "I am excited to start writing about my passion for Online Retail and I hope Practical Ecommerce readers will find the ideas and concepts beneficial."

For Sasson's first article, he chose to focus on the coming Holiday Season. "This is the most important time of year for most Online Retailers, and so it is best to focus on the short-term gains of the holiday season as this is a critical time of year where a large portion of a retailer's profits are being created. Therefore, for my first column I choose to give retailers on the brink of holiday season a list of simple action items they can implement in their organizations. They don't have to try them all, but these are ideas and methodologies that we, at overstockArt.com, have put to the test and have had success with in the past."

Sasson covers in the article titled, [Preparing for the Holidays](#), a wide range of retail known pet peeves: Inventory Management, Fulfillment, Website Preparation, Marketing Initiatives, Company Culture and more. Sasson gives advice on each and offers ideas on how to mitigate Holiday driven crises that might rise due to the projected increase in demand.

Sasson says that for his next articles he will focus more on long-term strategies in addition to useful tools every online retail CEO should have in his arsenal.

About overstockArt.com:

Founded in 2002, 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 has become a premier shopping destination for fine art reproductions online. The Wichita, Kansas based online art gallery was named to Inc. Magazine's 2010, 2011 and 2012 Inc. 5000 lists, Internet Retailer magazine's 2012 Hot 100 list and inaugural Second 500 Guide, and was recognized with the ELITE STELLAService Seal for customer service. The retailer also owns and operates Artist Become (ArtistBe.com), the online community for contemporary artists around the world. For more information, visit <http://www.overstockArt.com>

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