

overstockArt.com's CEO to Speak at the 2013 eTail Latin America Conference

CEO and President David Sasson will speak at the session "Customer Engagement: Strengthening the Relationship with Your Customer" on Thursday, May 23.

Wichita, KS ([PRWEB](#)) May 23, 2013 -- [overstockArt.com](#), the popular online retailer of hand painted oil paintings, today announced its CEO and President David Sasson will speak at the 2013 eTail Latin America Conference in Miami Beach, FL held May 22-24. David joins an impressive list of the top minds in retail speaking at the event.

David will be sharing overstockArt.com's successful customer-focused strategy along with leaders from companies including Forrester Research, Bosh Siemens, Interbank, MasterCard and more.

David will be the keynote speaker on day two in the session titled "Customer Engagement: Strengthening the Relationship with your Customer" on Thursday, May 23 at 2:20 p.m. ET. David will be sharing the success and strategy behind overstockArt.com's "[Commitment to Wall Art Happiness](#)" customer service program, and the companies' innovative mobile strategy which features an augmented reality mobile app that allows customers to virtually decorate their walls with art from their gallery.

"eTail Latin America is the largest eCommerce related conference for the emerging Spanish speaking online market. eTail conferences are highly respected industry events that are known for bringing first-rate thought leaders, innovators and game changers in the e-commerce and retail space," said David. "I am honored to have this opportunity to add our voice to this dialogue and hope to educate brands and other retailers how we at overstockArt.com have found a way to engage and excite our customers about our wall decor products."

To learn more about David's speaking engagement at eTail Latin America visit <http://www.wbresearch.com/etaillatinamerica/home.aspx>

For more about overstockArt.com's "Commitment to Wall Art Happiness" customer focus program visit David's blog: [sassoncollection.com](#).

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 an interactive mobile app for Android, iPad, iPhone and Kindle Fire.

**Contact Information**

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Online Web 2.0 Version

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