

## **overstockArt.com CEO to Speak at the 2014 eTail West Conference**

*CEO and President David Sasson will speak at the session “Increasing Lifetime Value through a Focus on Customer Engagement” on Wednesday, March 5th.*

Wichita, Kansas ([PRWEB](#)) January 23, 2014 -- [overstockArt.com](#), one of the web’s leading producers of hand painted reproduction oil paintings, today announced its CEO and President David Sasson and Vice President of Development and Marketing Amitai Sasson will speak at the 2014 eTail West Conference in San Antonio, Texas held March 3rd-6th. They join an impressive list of the top minds in retail speaking at the event, they will be sharing their success stories along with leaders from companies including Talbots, American Eagle, Crate and Barrel, Build-A-Bear, Wayfair, OfficeMax, Build.com, Travelocity, Williams-Sonoma, The Gap and more.

David and Amitai will participate in the group panel "Increasing Lifetime Value through a Focus on Customer Engagement" on Wednesday, March 5th at 2:25 p.m. CT. They will be sharing the success and strategy behind their recent successful "Top 20" Marketing campaign, which drove residual income to the company this past holiday.

“eTail West is a highly respected industry event that is known for brining first-rate thought leaders, innovators and game changers in the e-commerce and retail space,” said David. “Amitai and I are honored to have this opportunity to add our voices to this dialogue and hope to help brands and retailers find new, unique ways to incorporate emerging technologies in their business plans.”

To learn more about David and Amitai’s speaking engagement at eTail West, visit <http://www.wbresearch.com/etailusawest/daytwo.aspx>.

### 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.

Headquartered in Wichita, Kan., the retailer was named to Inc. Magazine’s 2010, 2011 and 2012 Inc. 5000 lists, Internet Retailer magazine’s 2012 Hot 100 list, and 2011, 2012 and 2013 Second 500 Guides, and was recognized with the STELLAService Seal for excellent customer service. For more information, visit <http://www.overstockart.com>.

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**Online Web 2.0 Version**

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