ART,SY

Ilana Grossman Joins Artsy as Head of Marketing

New York, NY — **Artsy** taps Ilana Grossman as Head of Marketing. In her new role, Grossman will define and lead Artsy's marketing efforts as the company continues to grow, furthering its mission of making the world's art accessible to anyone with an internet connection.

After holding senior roles at Digitas and Organic where she led digital strategy and execution for brands such as Johnson & Johnson and Bank of America, Grossman transitioned to the vibrant New York early-stage scene, building a successful track record leading cross-functional teams for startups such as Gust—the equity funding and collaboration platform—and Voxy, the leading English learning platform. Her experience with B2B and B2C environments will support Artsy's revenue-driving businesses as the company continues to connect seasoned and aspiring art collectors with top galleries and auction houses worldwide.

Grossman's addition will bring brand marketing, CRM, and corporate communications under one umbrella.

"With Ilana, Artsy gains an expert marketing mind, whose diverse experience will help us better define our messaging as we build the most comprehensive marketplace for learning about and collecting art," said Artsy's founder & CEO Carter Cleveland. "I cannot think of a better person to help Artsy reach a global audience and engage with consumers in a meaningful way."

"Artsy is fully committed and uniquely positioned to substantially grow the entire art market for all players involved, and I could not be more excited to apply my experience to such a promising space," Grossman noted.

ABOUT ARTSY

Artsy is the leading destination for exploring and collecting art from the world's top galleries, museums, art fairs, and auction houses. Artsy partners directly with the most influential players in the art world, providing collectors and enthusiasts a central resource to learn about and purchase artwork from anywhere in the world. Powered by The Art Genome Project, a personalization system that maps the connections between artists and artworks, visitors to Artsy can browse art from the world's leading museums, collect artworks from thousands of top galleries, explore international art fairs before they open to the public, bid in auctions from leading auction houses, and read about the art world in the world's most-read arts publication. Our mission is to make all the world's art accessible to anyone with an internet connection.

PRESS CONTACT

Graham Newhall, graham@artsy.net, +1 401 529 3232