



NEWS RELEASE

Wayfair Names Doran Robinson Vice President of Operations Product Innovation Team

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Former athenahealth, Capital One Executive to Oversee Wayfair's Service and Technology Growth

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE: W), one of the world's largest online destinations for home furnishings and décor, today announced that Doran Robinson has joined the company as Vice President of Operations Product Innovation. With extensive experience spearheading technological innovation and service delivery improvements for major U.S. companies, Robinson will drive the expansion of the fulfillment and service systems that power Wayfair's operations, and will lead efforts to deliver a world-class post-order experience.

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<https://www.businesswire.com/news/home/20160829005150/en/>

Wayfair names Doran Robinson as vice president of operations product innovation team.

(Photo: Business Wire)

"Doran's strong background managing process innovation efforts and operational

execution practices for leading corporations makes him the perfect fit to oversee the growth of our supply chain and customer service operations," said Jeremy Delinsky, chief technology officer, Wayfair. "We look forward to welcoming Doran to our team as we continue to innovate our core delivery platforms as key growth drivers for our business."

Before joining Wayfair, Robinson built and scaled the service delivery and product development functions of athenahealth's industry leading data exchange services. Previously, he led product and operations strategy and delivery at Capital One Financial for more than a decade, where he played key roles building the company's point of sale business.

"I am excited to join one of the leading innovators in tech and e-commerce," added Robinson. "Wayfair's robust supplier network and operations systems are unparalleled in the industry and I look forward to leading a team that's essential to the company's rapid growth."

Robinson holds a B.A. in chemistry and mathematics from Hamilton College.

About Wayfair

Wayfair Inc. offers an extensive selection of home furnishings and décor across all styles and price points. The Wayfair family of brands includes:

- **Wayfair**, an online destination for all things home
- **Joss & Main**, where beautiful furniture and finds meet irresistible savings
- **AllModern**, a go-to online source making modern design more accessible
- **DwellStudio**, a design house with a decidedly modern vibe
- **Birch Lane**, a collection of classic furnishings and timeless home décor

Wayfair is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

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