

## CSN Stores' Chairman Steven Conine Makes Boston's 40 Under 40 List For 2009

*Entrepreneur, Mountain Biker & Woodworker Started Thriving E-Commerce Business With Cornell University Classmate*

BOSTON, MA, October 2, 2009 – Steven Conine, 37, co-founder and chairman of CSN Stores LLC ([www.csnstores.com](http://www.csnstores.com)), the third-largest online retailer of home furnishings and housewares in the U.S., was honored last night by the *Boston Business Journal* as one of Boston's Top 40 Under 40. Conine, who started CSN Stores with Cornell classmate and current CSN Stores CEO Niraj Shah in 2002, is also the company's Chief Technology Officer.

CSN Stores, a \$200+ million company with over 200 boutique sites selling everything from toys, tools, and toasters to furniture, fitness equipment, and flooring, began with just one site, RacksAndStands.com. Seven years and more than 400 employees later, the company now offers unparalleled selection, service and savings to more than seven million visitors each month from the U.S., Canada, the U.K., and Germany.

"It's pretty exciting to have created jobs and careers for everyone who's working with you," said Conine. "And, second to that, it's fun to provide a service on the Internet that people in several countries are taking advantage of."

When Conine isn't busy creating a new technology to enhance the online shopping experience or working with Shah to extend their business into another category or country, he's unwinding as a competitive mountain biker in a far-away race, perhaps in Colorado or even Costa Rica. Or at home, he's completing another woodworking project – a hobby he's pursued since age 13.

Conine also sits on the advisory board for the online learning startup, Study Point, and supports several charities, including the American Heart Association, March of Dimes and The Leukemia and Lymphoma Society, often through events spearheaded by CSN employees. Conine ran the Boston Marathon as part of the Goodwill Team in 2007.

"It's gratifying to see that Steve is being recognized for his countless contributions to CSN Stores and the broader Boston community," said Shah. "He's very talented and has been a great friend and business partner now for 20 years and counting."

Prior to CSN Stores, Conine and Shah co-founded Spinners Incorporated, an IT services firm, selling it to iXL in 1998 and joining that company as senior executives. They went on to be the co-founders of Simplify Mobile, a software company, which they sold in 2001.

CSN Stores is located in The Prudential Center and at 177 Huntington St. in Boston. CSN's international headquarters is in Galway, Ireland.

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### About CSN Stores LLC

CSN Stores LLC ([www.csnstores.com](http://www.csnstores.com)) began in 2002 and has grown rapidly into a Top 3 online U.S. retailer of home furnishings and housewares, according to the *Internet Retailer Magazine*, the e-commerce bible. Beyond providing unparalleled selection and customer service to its U.S. customers, CSN Stores has opened its doors to online shoppers from Canada, the U.K. and Germany, as well. Earlier this year, CSN was named to the Hot 100 List of Online Retailers.



# FORTY UNDER FORTY

## Steven Conine

**TITLE:** Co-founder, chairman and CTO

**COMPANY:** CSN Stores LLC

**AGE:** 37

**EDUCATION:** Bachelor of Science, Cornell University

**RESIDENCE:** Boston

**FAVORITE VACATION SPOT:** Vermont

**UNUSUAL TALENT:** Icecarving

**FAVORITE MOVIES:** "Caddyshack," "Fletch," "Zoolander," "Wedding Crashers"

**MUSICAL ARTIST / RELAX TO:** Bob Dylan

BY SEAN MCFADDEN  
JOURNAL STAFF



As an entrepreneur, Steven Conine says he's inspired by "the art of creating things."

His latest endeavor is CSN Stores LLC, a fast-growing online company he co-founded in 2002 with

Niraj Shah. Conine serves as chairman and chief technology officer, Shah as CEO.

By tapping into a large audience for the sale of furniture on the Internet, Conine and Shah have grown CSN Stores to an enterprise with annual sales of more than \$200 million and around 400 employees. It is currently considered the third-largest online retailer of housewares and home furnishings in the U.S., according to

Internet Retailer rankings.

Equally impressive is the breadth of its service offerings: CSN Stores encompasses more than 200 online stores and features in excess of 1 million products — from cookware to office desks.

"It's pretty exciting to have created jobs and careers for everyone who's working with you," says Conine. "And, second to that, it's fun to provide a service on the Internet that people are taking advantage of."

A key professional characteristic of his, says Conine, is that he's "good at motivating people" — a skill he mastered through prior roles as chief operating officer for the London office of professional services firm IXL and as co-founder and CTO for Simplify Mobile, a software company he later sold in 2001.

A self-described hard-worker, Conine says he inherited the entrepreneurial gene from his mother, Eunice Conine, who still operates an outdoor furniture retail business in New Jersey. Conine had worked there for a number of years from the time he was a teenager.

"I've built a lot of furniture," Conine said.

A passion for woodworking has remained with him to this day.

And, when he's not engaged in that activity in his off-hours, Conine is enjoying time with his wife, Alexi Conine, and their three children — ages 1, 3 and 5.