

foamorder.com



Executive Biography

Michael Gorham, Founder & CEO

A successful entrepreneur with a family heritage in the upholstery supplies industry, Michael Gorham founded FoamOrder.com in 1999 with a vision to provide quality products and services to wholesalers and consumers across the globe through its online storefront.

Gorham grew up surrounded in the upholstery business as his grandfather, David Rostov, ran a successful upholstery supplies business founded in 1950. Throughout his lifetime, Gorham has learned numerous life lessons from being involved in the family business. Honing his own entrepreneurial spirit, from the days of working for his mother and taking time off from school to unload delivery trucks; to helping to support the multiple needs of the operation, Gorham eventually purchased the company from his grandfather and has continued to grow and expand the family business.

Gorham has keen sense to the needs and demands of his customers and has been instrumental in establishing a welcoming, friendly and knowledgeable reputation as a go-to resource in the foam supply industry. He has been instrumental in developing the company's vision and objectives. Supported by his wife, Lisa, Gorham has reached multi-million dollar sales benchmarks with a record breaking estimated \$7 million in sales for 2008.

Savvy to consumer concerns about health, the environment, safety and comfort, Gorham has developed a smart 'green' model in determining his manufacturing methods and processes and has created one of the top environmentally safe products available in the market today such as Natural Sense™, organic foam made from the sap byproduct of rubber trees to create highly sustainable products.

Gorham's commitment to environmental causes is evident in every business and philanthropic decision he makes for the company. Since day one, he has been intent to represent only the finest natural products available to market and lives by a 'reduce, re-use, recycle' philosophy both personally and professionally.