

Founder's Biography

Born and raised in Montreal, Canada, **Ketubah.com** Founder and President **Michael Shapiro** had always wanted to have his own business. After achieving an undergraduate Arts degree at the **University of Toronto** in 1989, he earned an MBA from the **University of Michigan** in 1992 and was recruited by **Procter & Gamble** International to return home to Canada to work in Brand Management at the national head office in Toronto. After honing his strategic business thinking in the corporate environment, he left to spend six months in Israel.

The goal of that trip was to deepen his Jewish and Hebrew learning, and to come up with a business idea that would be both financially viable and consistent with three of his main interests: connecting with Jewish tradition, people and art. While in Israel he networked with Israeli artists and met his first Ketubah artist who he immediately signed up to represent back home.

Upon his return to Toronto, Shapiro set out to plan the opening of a “bricks and mortar” gallery that would offer a wide range of fine Judaica to the Toronto market. While planning his gallery, he became aware of the commercial potential of the then fledgling internet, especially its ability to serve customers in other countries, especially the USA. He promptly turned his gallery idea “on its head” and decided instead to open an online gallery that would focus on a single type of Judaica (fine art Ketubah prints) and make them available to customers everywhere.

In April 1996, Shapiro registered the domain name www.ketubah.com. In July 1996 – over a year before google.com was registered - **Ketubah Ketubah**'s first website was launched with two dozen Ketubahs by a handful of artists. Over the next 14 years, the number of artists (80+) and Ketubahs (750+) continued to grow. And with the help of a talented – and Hebrew-knowledgeable – team, the business kept growing, with a laser sharp focus on delighting customers and doing one thing (ie Ketubahs) exceptionally well.

In August 2006, the company launched its exclusive, in-house line of **Signature Collection** Ketubahs. In May 2010, to further focus and simplify its branding, the company rebranded its retail operations under the domain name it had used since day one: **Ketubah.com**.