

# Cart.com Announces Acquisition of OceanX

## Client News

December 10, 2024

Gunderson Dettmer represented Cart.com, a leading unified commerce solutions provider, in its acquisition of OceanX, the wholly-owned fulfillment operations arm of Guthy-Renker. Cart.com's interconnected omnichannel commerce and logistics solutions enable B2C and B2B companies, as well as public sector agencies, to unify order and inventory management from product discovery to product delivery. The acquisition further strengthens Cart.com's position as a leader in mid-market to enterprise logistics and expands its tech-enabled capabilities to support high-volume beauty, wellness and lifestyle brands.

As part of the transaction, approximately 200 OceanX employees will join the Cart.com team. Cart.com will also add two new facilities totaling over 600,000 square feet to its network, including a west coast distribution hub in Southern California and its third facility near Columbus, Ohio. The company now has 17 omnichannel fulfillment and distribution centers with nearly 10 million square feet and over 1,600 team members.

In the [announcement of the acquisition](#), Cart.com Founder and CEO Omair Tariq said, "Acquiring OceanX is part of Cart.com's strategy to continue to scale our platform and capabilities across industries, leveraging our proprietary technology to improve efficiency and deliver superior results to our clients and their customers. By deploying our Constellation OMS and WMS software and seasoned operations team across these two new facilities, we will improve order visibility, labor efficiency, shipping costs and customer satisfaction for the benefit of our new clients."

The Gunderson Dettmer team was led by Wes Watts and Luke Thomas and included Ben Cukerbaum and Emma Anderson.

Companies

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OceanX

## Related People

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