



Pattern Named to Newsweek's List of the 2025 Global Most Loved Workplaces® for the Second Year in a Row

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Image

Pattern Ranked #21 Among the Top 100 Global Companies Recognized for Employee Sentiment and Satisfaction

SALT LAKE CITY, UT — May 29, 2025 – Pattern, the global leader in ecommerce acceleration, has once again been named to *Newsweek Magazine's* 2025 Top 100 Global Most Loved Workplaces®. This year, Pattern was ranked #21 in this prestigious list, which highlights companies across the globe where employees genuinely love to work.

The Top 100 Global Most Loved Workplaces® list is based on research from the Best Practice Institute's Love of Workplace Index®, drawing on data from more than two million employees worldwide. Companies featured have demonstrated extraordinary commitment to building cultures of trust, respect, purpose, and employee connection, regardless of size, location, or industry.

"We are deeply honored to be included on the Global Most Loved Workplaces® list again," said Missy Johnson, Pattern's Chief People Officer. "This recognition reflects our commitment to creating an environment where every employee feels valued, supported, and inspired. Our culture is the foundation of our innovation, our impact, and our success."

The ranking is informed by employee perspectives in five key areas: how positive employees feel about their future at the company, career achievement, alignment of employer values with employee values, respect at all levels, and collaboration. Additional factors—such as diversity and belonging, leadership, and professional development—were also evaluated in relation to these core sentiment drivers.

"As we mark five years of recognizing the world's Most Loved Workplaces®, it's an honor to spotlight companies that place employee well-being at the center of their workplace cultures," said Jennifer H. Cunningham, Newsweek's Global Editor in Chief. "In today's rapidly changing world, this year's list reflects a growing global shift toward human-centered leadership as a key driver of resilience and success."

To view the complete 2025 Global Most Loved Workplaces® list, visit <https://rankings.newsweek.com/global-most-loved-workplaces-2025>.

Methodology

The 2025 Global Most Loved Workplaces® list was developed in partnership with Best Practice Institute (BPI) using its proprietary Love of Workplace Index®, which includes direct employee survey responses and analysis across five core sentiment areas: employee satisfaction with future vision, career achievement, values alignment, respect, and collaboration. More than two million employees worldwide were surveyed across companies ranging in size from 10 to over 10,000 employees. Additional evaluation included written submissions and interviews with several hundred company executives, along with analysis of external public ratings. Newsweek's global editorial team then conducted independent research to finalize the list—recognizing companies that place trust, belonging, and respect at the center of their business and workplace culture.

About Pattern

Pattern is the category leader for global ecommerce and marketplace acceleration. Since its founding in 2013, Pattern has profitably grown to more than 1,800 team members operating from 18 global locations. Hundreds of global brands depend on Pattern's ecommerce acceleration platform every day to drive profitable revenue growth across hundreds of global marketplaces—including Amazon, Walmart.com, Target.com, eBay, Tmall, JD, and Mercado Libre. For more information about Pattern please visit Pattern.com

About Newsweek

Newsweek is the modern global digital news organization built around the iconic, over 90-year-old magazine legacy. Newsweek reaches 100 million people each month with its thought-provoking news, opinion, images, graphics, and video delivered across a dozen print and digital platforms. Headquartered in New York City, Newsweek also publishes international editions in EMEA and Asia.

About Best Practice Institute

Best Practice Institute is an award-winning leadership and organization development center, benchmark research company, think tank, and solutions provider. BPI is the only certifying body for Most Loved Workplace® and conducted the original research to

create the model and criteria for becoming a Most Loved Workplace®. BPI's research proves that Most Loved Workplaces® produce 3-4 times better customer service, employee performance, and retention than companies not loved by their employees.

For more information on how to apply to become a certified Most Loved Workplace, go to: <http://www.mostlovedworkplace.com>

Media Contact

Ellen Ford

Communications Manager

ellen.ford@pattern.com