



## Pattern Named to Fast Company's List of Most Innovative Companies for Second Year in a Row

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*Pattern joins the ranks of Waymo, Nvidia, Duolingo, and more*

SALT LAKE CITY — March 18, 2025 — Pattern, the global leader in ecommerce acceleration, is proud to have been included in *Fast Company's* prestigious list of the World's Most Innovative Companies for the second year in a row. This year's list shines a spotlight on businesses that are shaping industry and culture through their innovations to set new standards and achieve remarkable milestones in all sectors of the economy. Alongside the World's 50 Most Innovative Companies, *Fast Company* recognizes 609 organizations across 58 sectors and regions.

"Innovation is at the heart of everything we do at Pattern, and this recognition from Fast Company for the second year running is a testament to our team's relentless pursuit of excellence," said Carolyn Sarnoff, Pattern CMO. "We're committed to pushing the boundaries of ecommerce acceleration, helping brands unlock new levels of global growth through data, technology, and strategic insights."

This year Pattern was recognized by Fast Company for helping online sellers navigate the middle mile. Pattern Middle Mile, a fulfillment service, helps brands shoulder the weight of Amazon's requirement to split shipments to multiple fulfillment centers (FCs) or incur inbound placement fees. Middle Mile allows brands to simply ship their labeled, boxed products to one of Pattern's warehouses and Pattern's team manages the middle mile of shipping to an Amazon FC.

By leveraging its network density for more full truckloads (FTLs) and utilizing world-class warehouse technology, data and automation, Pattern can take on significant volume through its established network, getting shipments to multiple Amazon fulfillment centers much faster and at a much lower cost—up to 50% less than other options.

The World's Most Innovative Companies stands as *Fast Company's* hallmark franchise and one of its most anticipated editorial efforts of the year. To determine honorees, *Fast Company's* editors and writers review companies driving progress around the world and across industries, evaluating thousands of submissions through a competitive application process. The result is a globe-spanning guide to innovation today, from early-stage startups to some of the most valuable companies in the world.

"Our list of the Most Innovative Companies offers both a comprehensive look at innovation today and a playbook for the future," said *Fast Company* editor-in-chief Brendan Vaughan. "This year, we recognize companies that are harnessing AI in deep and meaningful ways, brands that are turning customers into superfans by overdelivering for them, and challengers that are introducing bold ideas and vital competition to their industries. At a time when the world is rapidly shifting, these companies are charting the way forward."

The full list of Fast Company's Most Innovative Companies honorees can now be found at [fastcompany.com](https://www.fastcompany.com). It will also be available on newsstands beginning March 25.

*Fast Company* will host the [Most Innovative Companies Summit and Gala](#) for honorees on June 5. The summit features a day of inspiring content, followed by a creative black-tie gala including networking, a seated dinner, and an honoree presentation.

### 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 Middle Mile, please visit: <https://pattern.com/products/middle-mile>

### **About Fast Company**

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