



Pattern Appoints Ryan Byrd as Chief Technology Officer

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Image

Trailblazing technology executive brings 25 years of experience building and leading global technology teams to his new role at Pattern.

SALT LAKE CITY — February 3, 2025 — [Pattern](#), the leader in global ecommerce acceleration, today announced the addition of former Aptive and Entrata technology executive Ryan Byrd as chief technology officer (CTO).

Byrd brings 25 years of experience scaling global technology teams to his new role at Pattern and will oversee the company's worldwide engineering, artificial intelligence, data science, software development, and IT efforts, which span 22 offices, studios, and fulfillment centers.

"Ryan has accelerated the rate of innovation and solved complex challenges for companies at every stage of his career," said Pattern Co-Founder and CEO [David Wright](#). "His deep expertise in AI and machine learning, coupled with his track record of building scalable technology platforms, will be catalysts for our next phase of growth. We couldn't be more excited to have him on our leadership team."

Prior to joining Pattern, Byrd served as CTO at Aptive where he transformed the company's technology infrastructure and delivered solutions that supported 20% year-over-year annual revenue growth. Before Aptive, Byrd built a 1,200 person global technology team as CTO of Entrata—accelerating innovation for 48 software and hardware products driving hundreds of millions of dollars of new annually recurring revenue (ARR).

"I am excited to join Pattern and collaborate with such a talented team," said Byrd. "Pattern's unique approach to blending data science and artificial intelligence with ecommerce expertise has made it a global game-changer in the industry. I look forward to building on its momentum by delivering technology that helps our partner brands unlock new opportunities for growth."

Byrd received a Master of Business Administration from the University of Utah David Eccles School of Business and a Bachelor of Science in electrical and computer engineering from Brigham Young University.

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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 employees operating from 20 global locations. Hundreds of global brands depend on Pattern's ecommerce acceleration platform every day to drive profitable revenue growth on D2C websites and across hundreds of global marketplaces—including Amazon, Walmart.com, Target.com, eBay, Tmall, JD, and Mercado Libre. To learn more, visit pattern.com or email press@pattern.com.

Media Contact

Dallin Hatch

Head of Global Communications

press@pattern.com