



## Pattern Adds Former Amazon and Whitebox Executive Rob Hahn as Chief Operating Officer

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SALT LAKE CITY — September 14, 2022 [Pattern](#), the category leader for global ecommerce acceleration, today announced the addition of former Amazon and Whitebox executive Rob Hahn as chief operating officer (COO).

Hahn joins Pattern with more than a decade of experience in operations, robotics, and automated warehousing. The company will lean on Hahn's expertise to accelerate the growth of the logistics and fulfillment layers of Pattern's ecommerce acceleration platform.

"Few people in the world have a deeper knowledge of—and ability to execute—global logistics and fulfillment than Rob," said Pattern Co-Founder and CEO [David Wright](#). "As we continue to scale, Rob's experience building some of the world's most innovative operations and fulfillment programs will be an incredible asset. We're thrilled he made the choice to join our team."

While at Amazon, Hahn served as a senior leader and pioneering innovator of the company's automated fulfillment centers, driving the successful integration of robotics and global expansion of the company's logistics services. Most recently, Hahn served as chief operating officer at Whitebox, where he built the company's global fulfillment network from the ground up."

For global brands, ecommerce can seem crushingly complex and infinitely daunting," says Hahn. "Pattern's ecommerce acceleration platform represents a massive leap forward for brands, making online commerce feel strikingly simple. I'm excited to continue to help Pattern solve the biggest global challenges facing brands to help them capture their share of the \$6 trillion global ecommerce market."

To learn how Pattern's ecommerce acceleration platform can supercharge your brand's global ecommerce growth, please visit [pattern.com](#)

### **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 1,200 employees operating from 22 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](mailto:press@pattern.com)