



Pattern Adds Amazon Veteran Mike Roth to Board as Senior Advisor

June 22, 2021

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SALT LAKE CITY — June 22, 2021 [Pattern](#), the premier partner for global ecommerce acceleration, today announced it has added former Amazon executive Mike Roth to its board of directors as a senior advisor. Pattern has increased the number of countries in which it operates by nearly 250% during the past twelve months, and the company will lean on Roth's 20 years of experience building and scaling global operations at Amazon to accelerate the growth of the supply chain, logistics, and fulfillment layers of Pattern's [ecommerce acceleration](#) platform.

"Few people in the world have a deeper knowledge of global logistics and fulfillment than Mike," said Pattern Co-Founder and CEO [David Wright](#). "As we continue to scale, Mike's experience building some of the world's most extensive and innovative operations and fulfillment programs will be an incredible asset. We're excited to have him on board."

Roth served as a senior leader and key architect of Amazon's transportation and operations programs, globally. While leading Amazon's North America division, Roth drove the successful expansion of the company's Amazon Fresh grocery delivery service, created a network of sorting centers that enabled Sunday delivery, and guided the integration of Amazon Robotics into the company's fulfillment centers.

Most recently, Roth served as vice president of global customer fulfillment operations, leading Amazon's fulfillment teams in the Americas, Europe, Japan, and India.

"The pandemic forced a massive leap forward in consumer adoption and dependence on ecommerce, and brands are eager to capture their fair share of that global growth," said Roth. "Regardless of the country or the marketplace, Pattern's marketplace agnostic [ecommerce accelerator](#) is a game changer for brands in a way that I haven't seen over the last twenty years. I'm excited to provide my expertise and guidance to bolster the company's global logistics and fulfillment operations."

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

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About Pattern

Pattern is the premier partner for global ecommerce acceleration — helping brands command their maximum share of the exploding \$6 trillion global ecommerce market. Pattern's ecommerce acceleration platform leverages AI-powered technology, industry expertise, and global distribution, logistics, and fulfillment services to help brands attain profitable ecommerce growth on their websites and on hundreds of global marketplaces — including Amazon, Walmart, eBay, Google, Tmall, JD, and MercadoLibre. To learn more, visit [pattern.com](#) or email press@pattern.com

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