Pattern appoints Torsten Schäfer as Country Manager for Germany

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London, April 26, 2021 - Ecommerce specialist Pattern is strengthening its commitment to the German market.Torsten Schäfer, who joined Pattern from Amazon, has assumed the position of Country Manager for Germany and is responsible for the Munich office.

Pattern is the ecommerce partner of choice for a growing number of consumer brands; acting as their authorised marketplace seller. As well as being one of the largest Amazon sellers in the world, the company also represents brands on Tmall, JD.com, eBay and others.

The unique model delivers growth and control to brands selling on Amazon, with Pattern taking care of every aspect of their Amazon presence and utilising proprietary technology to optimise and report on key success metrics. Unlike an agency, Pattern buys stock from its brand partners. In addition, Pattern's consulting team can support with strategic ecommerce challenges, including whether brands should be present on Amazon and which markets they should expand to online.

Support for German consumer brands

Pattern has formalised the expansion of its presence in the German market with the appointment of Torsten Schäfer as Country Manager for Germany. His role includes supporting brands in Germany and the surrounding region in both German-speaking and international markets, advising existing partners on entering the German market, increasing their sales and continuously expanding the Pattern team.

Torsten began his career at Accenture, where he worked as a consultant for over four years and developed his skills in data analysis and customer consulting. He then spent almost ten years in vendor management at Amazon, where he developed the personal care and baby business units, and managed the DIY and garden businesses. Most recently, he was Principal Program Manager there, responsible for After Market Services and Reverse Logistics in Europe.

His day-to-day responsibilities included strategic contract negotiations, analysis of profitability, sales and operational metrics, as well as recruiting, launching and positioning brands on the Amazon platform.He oversees the task of building a strategic partnership with consumer brands, providing long-term added value as an essential part of his role at Pattern.

"Exploiting global sales potential"

"Consumer brands often struggle to find the right ecommerce approach. At Pattern, we solve their problem in terms of competencies and resources with our team of experts," explains Torsten. "We see ourselves as a business partner that supports its customers with strategy expertise and operational excellence. Together, we want to support brands in cultivating and developing the value of their brand. Our technology enables us to help them reliably reach their customers in different regions and maximise the global sales potential of their products."

About Pattern Inc.

Pattern is the leading ecommerce partner for global brands. The company helps them grow profitably through their ecommerce sites and online marketplaces like Amazon, eBay, and Tmall. With employees in 18 locations around the world, including the UK, Germany and the Netherlands, Pattern represents more than 70 brands as an authorised seller on Amazon and other marketplaces around the world. This means that Pattern buys their goods in order to sell them on the marketplace and takes care of all matters relating to their marketplace presence. In addition, the strategy team advises the brands on their success in online trading.To learn more, visit pattern.com/uk or email **de@pattern.com**