



Pattern's 2019 Year in Review: Big Wins & Progress

January 1, 2020

Pattern from iServe, acquired the international consulting firm Practicology

It's been a year to remember. A year ago, we had just rebranded to Pattern from iServe, acquired the international consulting firm [Practicology](#), and moved into the Innovation Pointe building in Lehi, UT. Today, we've been defining what Pattern is for over a year, expanded our global capabilities, and barely fit in our Lehi HQ office. We're so thankful for our amazing partners and employees who have gotten us this far. Let's take a look back at Pattern's growth and major events of 2019 as we step into 2020 with even greater goals ahead.

Recognition and growth

2019 has been an outstanding year for Pattern in terms of growth. In early December, Pattern was recognized as one of the [top 10 most promising companies in Utah](#) by Inc. 5000. Pattern ranked No. 10 on the list with three year revenue growth of 1,133%. This recognition joined a growing list of Pattern accolades this year:

October

Pattern was recognized as [Utah's No. 15 Top Revenue Growth Company](#) from the MountainWest Capital Network in terms of net revenue increase.

September

Pattern was [No. 9 on Utah Valley 360's Fastest-Growing Companies list](#) for the 2019 UV50 Awards.

August

Pattern was the No. 2 fastest-growing Utah company in Utah Business magazine's annual Fast 50 recognition program.

August

Pattern ranked in the Inc. 5000 list of America's fastest-growing private companies for the past two years, coming in at [No. 141](#) for 2018 and [No. 404](#) for 2019.

Research, webinars, and content

We've been busy at the grindstone this year at Pattern, churning out more ecommerce research, analysis, and content than ever before. In case you missed them, here's a list of some of our most popular pieces of content.

Read our most popular content:

- [Amazon 3P: Frequently Asked Questions and Things to Consider](#)
- [How to Become an Amazon 3P Seller](#)
- [What Is Amazon's Born to Run Program?](#)

Pattern culture

We can hardly believe we've already been Pattern for a whole year. We chose to call ourselves pattern because it hits on the core of Pattern's mission: finding data patterns to help our partners grow on ecommerce. We can't wait to see how we keep defining what Pattern means for us and our partners in 2020. In addition to creating a name for ourselves, we also worked hard this year to create an exciting work culture to attract our kind of people. We came up with four key cultural values that define exactly who our type of people are: Data Fanatic, Team of Doers, Game Changers, and Partner Obsessed.