



## Pattern Appoints Chris Baird as Chief Marketing Officer

April 6, 2026

LEHI, Utah--(BUSINESS WIRE)--Apr. 6, 2026-- Pattern Group Inc. (NASDAQ: PTRN), a leader in accelerating brands on global ecommerce marketplaces through proprietary technology and AI, today announced the appointment of Chris Baird as Chief Marketing Officer. In this role, Baird will lead Pattern's marketing and go-to-market strategy, focused on driving brand growth and aligning marketing with sales to accelerate revenue, strengthen demand generation, and deepen customer engagement worldwide.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260406023749/en/>

 Chris Baird, Pattern  
CMO

Baird brings extensive experience building and scaling high-performing marketing organizations. He most recently served as Chief Marketing Officer at Weave (NYSE: WEAV), where he built and scaled the company's end-to-end go-to-market engine across brand, demand, product, and growth, driving brand positioning, pipeline generation, and revenue impact. Prior to that, he served as Chief Marketing Officer at ObservePoint, where he helped position the company as a trusted enterprise platform for digital analytics governance, driving adoption among Fortune 500 companies.

Chris Baird, Pattern CMO

"Chris is a proven marketing leader with a deep understanding of how to build brands and drive sustainable growth," said Dave Wright, Co-Founder and CEO of Pattern. "His experience aligning marketing with revenue and background across technology, enterprise, and consumer brands make him the right leader to strengthen our go-to-market engine and help brands compete and win."

Pattern is entering a new phase of growth, fueled by strong global momentum and its recent IPO. As the company expands its international footprint, it continues to invest in AI as a core component of its platform, driving smarter insights, automation, and performance for brand partners worldwide.

"Pattern has built an incredible platform and reputation for helping brands succeed in ecommerce," said Chris Baird. "I'm excited to join the team and further connect our marketing and revenue efforts as we scale, strengthen our brand, and deliver greater value to our brand partners around the world."

Earlier in his career, Baird led demand marketing, content, and web strategy initiatives at Adobe and held marketing roles at Omnicore.

To learn more about Pattern, please visit: [www.pattern.com](http://www.pattern.com).

### About Pattern

Pattern accelerates brands on global ecommerce marketplaces leveraging proprietary technology and AI. Utilizing more than 66 trillion data points, sophisticated machine learning and AI models, Pattern optimizes and automates all levers of ecommerce growth for global brands, including advertising, content management, logistics and fulfillment, pricing, forecasting and customer service. Hundreds of global brands depend on Pattern's ecommerce acceleration platform every day to drive profitable revenue growth across more than 70 global marketplaces—including Amazon, TikTok Shop, Walmart.com, [Target.com](https://www.target.com), eBay, Tmall, JD, and Mercado Libre.

### Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Such forward-looking statements include all statements other than statements of historical fact, including but not limited to statements regarding future growth, strategies,

revenue acceleration, performance, international expansion, and timing of any of the foregoing. Additional information regarding factors that could materially affect results and the accuracy of the forward-looking statements contained herein may be found in our Form 10-K filed with the Securities and Exchange Commission ("SEC") on March 6, 2026, and in our subsequent filings with the SEC.

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