



Accelerate 2026 Brings the World's Best Ecommerce Minds to Salt Lake City

April 10, 2026


Pattern's Annual Ecommerce Summit Returns May 21–22 to Help Brands Win on the Marketplaces That Matter Most

Featuring Zack Kass, Bryan Johnson, James Lawrence, Nina LaBruna, and Pattern Co-Founder and CEO Dave Wright

Plus a First Look at New Ecommerce Innovations from Pattern

SALT LAKE CITY--(BUSINESS WIRE)--Apr. 10, 2026-- Pattern Group Inc. (NASDAQ: PTRN), a leader in accelerating brands on global ecommerce marketplaces leveraging proprietary technology and AI, today announced that Accelerate 2026—Pattern's annual gathering of the world's top ecommerce executives and brand leaders—will take place May 21–22, 2026, at the Salt Palace Convention Center in Salt Lake City, Utah.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260410087019/en/>

 Accelerate 2026 will take place May 21–22, 2026, at the Salt Palace Convention Center in Salt Lake City, Utah.

The ecommerce landscape is shifting faster than most brands can keep up with—AI, agentic shopping, social commerce, marketplace expansion. The brands that win aren't just reacting. They're a step ahead. Now in its 5th year, Accelerate is the premier two-day conference where ecommerce leaders come to learn what's next and leave with real strategies to win, featuring keynote speakers, expert panels, networking, and product innovation announcements.

Accelerate 2026 will take place May 21–22, 2026, at the Salt Palace Convention Center in Salt Lake City, Utah.

Attendees will hear directly from ecommerce executives at Amazon, TikTok Shop, Walmart, and more, with sessions covering AI-driven

marketplace strategies, global expansion, and the performance principles that separate category leaders from the rest.

“Accelerate is where brands come to get ahead,” said John LeBaron, Chief Revenue Officer at Pattern. “It’s designed to give leaders real strategies they can put to work immediately—whether that’s leveraging AI, expanding globally, or outperforming competitors on today’s most important marketplaces.”

The 2026 keynote lineup features influential voices across AI, innovation, and human performance, including Zack Kass, former Head of Go-To-Market at OpenAI; Bryan Johnson, founder of Blueprint; James Lawrence, the Iron Cowboy and two-time Guinness World Record holder; Nina LaBruna, Co-Founder of Fazit Beauty; and Dave Wright, Co-Founder and CEO of Pattern.

The Accelerate stage will also serve as the launch pad for new Pattern innovations designed to help brands compete across the world's most important marketplaces.

Attendees can expect:

- **Meaningful Connections** with top ecommerce executives and brand leaders
- **Actionable Insights** from industry experts and leading brands
- **Industry-Leading Perspectives** on AI, performance, and the future of commerce

Accelerate is where ecommerce leaders come not just to learn, but to lead.

To register for Accelerate 2026, visit accelerationsummit.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 expectations regarding Accelerate 2026, statements regarding growth, strategies, performance, 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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