Warsaw, 27.07.2021

**New management board and new strategy for Pathfinder 23**

At the beginning of August, Pathfinder 23, the largest agency within the Brand New Galaxy group will introduce personal changes in its management board. The new board will consist of two co-managing directors. Marek Różycki will take over as Managing Director Business and Tomek Waligóra as Managing Director Products & Services. Their task is to implement a new strategy of the agency, adequate to the changing needs of the agency's global clients. Marek and Tomek are one of the founders of PF23 and have been working in the agency in managerial positions since its creation.

*“We observe the continuous evolution of customer needs resulting from the rapid development of E-commerce itself, technology, as well as increasing availability of data. We see the future in ever-increasing integration - products and services are responding to or anticipating customers' business needs, while at the same time growing in complexity and data embedding. This creates a need to combine sales and Client Service teams with engineers or consultants in strategy, products and data”* - explains Tomek Waligóra. *“The new management board structure responds to this need - we come from different experiences and competences, so now we join forces to carry out this integration process together*” - adds Marek Różycki in agreement.

The previously acting CEO - Julia Dziurbiejko, and Executive Vice President Szymon Domżał are part of the newly formed team within Brand New Galaxy, which aims to work on the development of the integrated E-commerce offer of BNG companies and to support and cooperate with all agencies in the group.

**About Pathfinder 23:**

Pathfinder 23 is dedicated to brand activation in the E-commerce are. The agency's team currently consists of over 250 people. Pathfinder 23's global clients include Coty, Bayer, Royal Canin, 3M, Lindt, among others. The agency is part of the Brand New Galaxy (BNG) group.

**About Brand New Galaxy:**

Brand New Galaxy is a fast-growing, independent holding of marketing and technology agencies. The privately-owned “independent marketing platform” was founded in Warsaw, Poland in 2017 and has grown to 500+ employees to date. Brand New Galaxy invests in innovative and dynamic ideas that thrive in a start-up environment and are scalable to compete with network agencies. Brand New Galaxy is a member of the MDC Global Affiliates program. Named “Debut of the Year 2018”, “Success of the Year 2019”, “Success of the Year 2020” BNG scores first places in a prestigious agency ranking by PRESS magazine.

Brand New Galaxy companies include:

Pathfinder 23 – global E-commerce agency; Life on Mars – beauty & fashion production agency; Spacecamp – global digital agency; Synthrone - E-commerce automation and implementation platform; Voyager - E-business delivery agency; New Gravity - software & direct-to- consumer house; Robonauts Pictures - E-commerce production house; content26 - Amazon content & advertising, Man on the Moon - HR Agency; BNG MEA – Dubai based hub driving commerce in MEA region; Brand New Galaxy AMS – Amsterdam based hub igniting growth for businesses in Western Europe.