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# Mark Lester Joins WE ARE Pi as Director of Strategy

Amsterdam-based Ideas Company, WE ARE Pi, continues to bolster its pirate talent roster with the recruitment of former RG/A New York Executive Strategy Director, Mark Lester, to the agency's Director of Strategy role.

Mark will work directly with Founder and CEO Alex Bennett Grant to connect the dots across Pi's strategy product. From the agency's legacy in brand innovation and ideas, through to the brand experience and entertainment platforms the agency has become famous for in recent years.



Mark is a seasoned strategic leader whose career has spanned brand, digital and media agencies. He's helped to produce multiple Effie and Cannes award-winning campaigns and has worked with some of the world's biggest brands and marketers, including most recently Samsung and Diageo. Originally from the UK, Mark spent a decade in New York advertising.

Mark joins the Pi team from R\GA New York where he was an Executive Strategy Director, leading the largest strategy team in an agency at the forefront of modern brand communications, design and experiences. Throughout his career, in both London and New York, Mark been engaged in initiatives to deal with bullying, an issue that continues to rise in importance.

*“Throughout my career I’ve been trying to figure out what the next generation of agency should look like. I’m delighted to join a company that is built on the same mission. I think Pi’s work speaks for itself; the founders have created a unique culture and output. I’m delighted to join the team and help further build out the agency’s strength in strategy”*

— WE ARE Pi Director of Strategy, Mark Lester says,

*“It takes a special kind of strategist to navigate the winds of change blowing through ad land, while keeping it relevant enough to inspire much needed radical creative solutions. Which is why I’m excited to welcome Mark onto the pirate ship, to further strengthen our strategy product and keep building a refreshingly modern alternative agency in Pi.”*

— WE ARE Pi, Founder and CEO Alex Bennett-Grant

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#### ABOUT WE ARE PI

WE ARE Pi, an ideas company born to provide a modern alternative for thought leaders building the brands of tomorrow

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