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## WE ARE Pi diversifies independent team with four key international hires



July 19th, 2019 - WE ARE Pi, the Independent Amsterdam-based Ideas Company, continues to bolster its talent roster attracting four key international hires. Brand Strategist Danny Marsh joins from 72 & Sunny New York, Producer Vy Vy Ly joins from HAVAS Chicago, Business directors Sam Grichotti and Agathe Derstroff join from Saatchi London and Apple Media Arts Lab London.

WE ARE Pi Founder and CEO, Alex Bennett-Grant, says “We are incredibly proud of the tight knit independent pirate culture we have purpose-built to deliver a modern alternative. Vy Vy, Danny, Sam and Agathe bring the enthusiasm and worldly perspectives that keep WE ARE Pi and our partners ahead of the curve.”

Danny March joins WE ARE Pi as Strategist after 5 years in New York, where he honed a diverse strategic skill set at Wieden+Kennedy, R/GA, and 72andSunny. He’s followed passions for music, fashion, technology, and sport into projects with brands such as Nike, Samsung, and ESPN. His portfolio is an award winning mix of modern outputs ranging from A/R experiences and social content series, to TV spots and interactive billboards.

Agathe Derstroff joins WE ARE Pi as a Business Director after 9 years in London working at TBWA’s Apple Media Arts Lab. She brings a deep understanding of delivering tailored strategies and cutting edge campaigns for EMEA and Middle East markets in support of Apple’s exponential growth to becoming the world’s biggest brand. Prior to joining WE ARE Pi, Agathe completed a consultancy stint at R/GA on the Google account to help the team launch Google Assistant in France and Italy.

Sam Grichotti joins WE ARE Pi from Saatchi London, where he led the T-Mobile International account for the last four years. He's also worked across Guinness Global, EE, HSBC and Chelsea Football Club. He is passionate about music, in particular house, italo disco and world music. Vyvy Ly joins WE ARE Pi as a Senior Producer by way of Havas in Chicago and previously 72 & Sunny in Los Angeles where she has worked on global accounts for Google, Boeing, and Toyota. With a passion for music and film, she is most excited about producing compelling and innovative brand stories across the WE ARE Pi spectrum of experience and entertainment output.

## **About WE ARE Pi**

WE ARE Pi is an ideas company founded on international Pi day, March 14th 2011. The company is on a mission to enthusiastically support ideas that move the world forward. Pi is defined as a number that never ends and never settles into a permanent repeating pattern. Therefore, Never Settle is an attitude WE ARE Pi applies to its team, relationships, and the ideas it puts out into the world through its work. Our Pirates reflect our city. Like Amsterdam, we are globally minded, culturally switched on and between us we speak 15 languages - impressive for a team of only 35. Our overall gender split is 55% female/ 45% male. 100% Pirate. Furthermore creative diversity is in our DNA, as you can see through our work. In 2018 not only did our Pirates continuously deliver on our mission, but they did it while following the utmost values for one another, our clients the consumers and Pi Studios audiences we are building around the world.

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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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