



🕒 23 April 2020, 11:10 (CEST)

## WE ARE Pi Promote Mark Lester To Head of Strategy



Amsterdam based ideas company WE ARE Pi has promoted Mark Lester to Head of Strategy. The move comes a year after Lester left an Executive Strategy Director post at R/GA New York to join WE ARE Pi as Director of Strategy.

Since joining Lester has worked closely with founder and chief executive, Alex Bennett-Grant to build-out the agency's brand strategy and innovation product, as well as connect the dots across production and entertainment arm, Pi Studios.

Talking about his new role, **Mark Lester** says, *“We believe we’re building something special at Pi, a model that helps clients transform their businesses and brands with the times. To us this means not only embracing new technology but also adapting to the enormous cultural changes being caused by it. The importance of this mission has only been made clearer by the recent crisis.”*

Today, while the broader industry reels from the impact of Covid-19, WE ARE Pi has been a front-runner in delivering reactive strategic solutions. The Agency’s [Rethink 2020 report](#) established a strategic brand framework of Home, Health and Humanity that was well received by the industry. Since then, reactive international campaigns for [InterSport](#) and Desperados beer have demonstrated the value, speed and resilience of smaller independent agencies during times of crisis.

**WE ARE Pi CEO Alex Bennett Grant** adds, *“A year ago I said that it takes a special kind of strategist to navigate the winds of change blowing through ad land and inspire much needed radical creative solutions. 12 months later that message is even more pertinent. Mark has been a big part of our success in the past year and in his new role will be a key force helping WE ARE Pi and our clients navigate the years ahead.”*

In 2019 WE ARE Pi was awarded International Ad Age Small Agency of The Year, enjoyed an unprecedented new business winning streak and moved into a beautiful new park-side head quarters in the center of Amsterdam.

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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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WE ARE Pi