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We Are Pi Hires Top Strategists From New York And Dubai

Strategy Directors Matt Hisamoto and Mostafa Hashish join We Are Pi as it expands its creative innovation consultancy offering to new international Clients.



Amsterdam based We Are Pi has been on a streak recently picking up the Uber Eats account, Rockstar Energy and the global Strongbow cider business.

After announcing eleven new hires earlier this year, We Are Pi has now expanded further with two top strategists from New York and Dubai.

The move comes as the shop famous for its creative work expands into strategic consultancy across brand, experience and cultural transformation offerings.

We Are Pi Founder and CEO, Alex Bennett-Grant, Says "We're thrilled to welcome Mostafa and Matt to the We Are Pi crew, they are world class strategists already helping Clients open up new markets, create amazing experiences and build awesome brands."

Matt Hisamoto - Strategy Director joins We Are Pi from New York



Matt Hisamoto was born in Tokyo, lived in Singapore, and grew up in Orange County, CA. After studying urban planning at the University of Southern California, he spent the bulk of his career at Wieden+Kennedy, both in the Portland and New York offices, working with clients like KFC, TurboTax, Anheuser-Busch, and Bud Light. Prior to moving to Amsterdam, he worked at ARGONAUT, helping the agency establish its New York presence. Outside of work, he spends his free time and money on coffee and clothes

Mostafa Hashish - Strategy Director joins We Are Pi from Dubai



Mostafa Hashish is a Strategy Director joining We Are Pi from Impact BBDO Dubai. Starting off his advertising career in 2011 Cairo at the birth of the Egyptian Revolution, social and cultural change became a natural part of his outlook as a strategist. In his decade-long career, Mostafa worked on regional and local clients including Google, KFC, Etisalat, Orange Telecom and countless others. In his free time, he obsesses about urban design, produces vague electronic music and goes on random last minute trips that usually leave him in relatively odd situations.

ABOUT WE ARE PI

We Are Pi is an award winning Creative Innovation Consultancy that partners with clients to build brands worthy of thriving in changing times by initiating transformation programs. We Are Pi Client partners include Amazon, Nike, IDFA, Heineken, Intersport, Pepsico and Patagonia. We Are Pi was named Small Agency of the Year 2018, 2019 and 2020 by Creative Pool and Ad Age.

We Are Pi cultural research platform, New Society Rules, helps brands navigate cultural change. We Are Pi content arm, Pi Studios, produces ground breaking stories about cultural change. We Are Pi is proud sponsor of Black Strat, Plus Plus One and Creative Jam Session.

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