

Company: Partner.Co, Midvale, UT USA
Company Description: Partner.Co is a partnership of better-for-you brands that pays independent entrepreneurs to help people achieve a lifestyle, body and business they love. We believe in a true partnership where we prioritize our Brand Partners' success, knowing if we serve them well, our mutual success is guaranteed.
Nomination Category: Marketing Organization / Professional Categories
Nomination Sub Category: Marketing Executive of the Year
Nomination Title: Mark Patterson - CMO



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominee since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominee: his or her history and past performance (up to 200 words):

Total 183 words used.

Mark Patterson is a visionary marketing executive with over two decades of experience building global wellness and lifestyle brands. Since becoming Chief Marketing Officer at Partner.Co, Mark has led the company through one of the most ambitious rebranding efforts in the industry—uniting four legacy brands under one cohesive identity, mission, and voice.

Under his leadership, Partner.Co launched a new brand platform, a globally optimized website, and a bold creative direction that reflects the company’s mission to power health and prosperity around the world. Mark’s strategy has prioritized both storytelling and scalability, resulting in marketing campaigns that resonate deeply with consumers while equipping Brand Partners with tools to grow their businesses.

From category-defining product launches like AbVantage, Sugar Stop, and EverGlow, to the globally synchronized PXP | The Partner.Co Experience and the rollout of high-conversion digital tools, Mark has delivered consistent, measurable results. His leadership has elevated Partner.Co’s brand perception, increased product sales, and deepened field engagement.

Mark’s performance is marked by clarity of vision, creative excellence, and a relentless focus on building a brand that connects, converts, and inspires.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the nominee's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 247 words used.

Since early 2023, Mark Patterson has led a complete transformation of Partner.Co’s marketing organization—turning vision into execution across every channel, audience, and touchpoint. Under his leadership, the company launched a bold new global brand identity that unified four legacy companies into one purpose-driven brand, supported by a clear mission, compelling voice, and premium visual identity.

Mark oversaw the launch of a new Partner.Co website, fully optimized to convert both customers and Brand Partners. Every page was designed to function like a sales funnel, and the site has since driven measurable increases in traffic, engagement, and enrollments.

He spearheaded the high-impact product launch campaigns for Sugar Stop, AbVantage, and EverGlow, Co.Lab Drops, and the new flavor of Renew, blending education, creative storytelling, and Brand Partner enablement. AbVantage became one of the fastest-selling products in Partner.Co history, selling out twice.

Mark also led the production of dozens of new videos for product education, events, onboarding, training, and recruiting—significantly improving the brand’s multimedia presence. He launched new tools like the Partner.Co Catalog, Partner.Co Magazine, and product sales funnels to support customer engagement and field growth.

Additional milestones include:

- A redesigned onboarding journey to accelerate Brand Partner activation
- A revamped unboxing experience to improve first impressions and retention
- An elevated incentive trip experience to build loyalty and recognition
- The globally synchronized PXP’24 campaign, driving record field engagement

Mark’s leadership has transformed the Partner.Co brand into a modern, scalable, and emotionally resonant platform for growth.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 221 words used.

Mark Patterson’s work stands out because of its direct impact on field growth, specifically in attracting new leaders and teams to Partner.Co. In an industry where reputation and first impressions carry enormous weight, Mark transformed the brand into a magnet for top talent.

Leaders who joined Partner.Co in the past year consistently cite the branding, website, and overall marketing experience as their initial reason for taking a second look. In comparison to other companies with outdated designs and monotonous messaging, Partner.Co’s modern, unified identity felt fresh, credible, and future-focused. Mark’s strategic vision gave the company the visual and digital presence that signals trust, innovation, and long-term opportunity.

The launch of the new website, in particular, created a standout moment. It didn’t just look good; it functioned like a true business-building platform. This level of professionalism and usability was a deciding factor for leaders considering where to bring their teams. It became clear that Partner.Co was saying something different and *showing* it, with every click, page, and brand touchpoint.

Mark positioned marketing as a recruitment tool by elevating the brand experience across every channel. His work helped shift perception from “just another wellness company” to a modern, mission-driven brand that top leaders want to align with and build within. That’s not just marketing success — it’s organizational impact.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 220 words used.

The attached Partner.Co Magazine is a field-facing publication created under Mark’s direction to educate, inspire, and equip Brand Partners with the latest tools, product insights, and recognition. Its design, content structure, and tone demonstrate the elevated branding and field empowerment strategy Mark has championed. The Marketing Highlight Reel offers a dynamic visual summary of the campaigns, assets, and creative executions launched over the past year. It reflects the scale and sophistication of Mark’s marketing initiatives—from product videos to brand storytelling—while showcasing the team’s ability to move quickly and cohesively across platforms. The Partner.Co Year in Review presentation highlights the company’s milestones, including product launches, digital transformation, and growth achievements driven in large part by Mark’s marketing leadership.

The PXP Event Recap Video brings to life the globally synchronized campaign that helped energize the field, sell out product in real time, and reinforce Partner.Co’s unique community-driven brand. It also highlights the experiential design that has become a hallmark of Mark’s event strategy.

Finally, the Partner.Co Travel Video supports the elevated incentive experience mentioned in this nomination, showing how Mark’s team has infused every touchpoint—even travel rewards—with consistent branding and emotion-driven storytelling.

Together, these materials offer tangible proof of how Mark’s leadership has transformed Partner.Co’s brand into a world-class experience that drives growth and attracts top leaders.

Attachments/Videos/Links:

[Mark Patterson - CMO](#)

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