

## Pathfinder 23 named Coty's global e-commerce partner

Pathfinder 23 has been appointed as Coty's global e-commerce partner. Pathfinder 23 has been tasked with driving Coty's end-to-end e-commerce scope, from design to content implementation, across the portfolio of Coty consumer beauty brands.

Pathfinder 23 client service director Marek Rozycki and VP and managing partner Szymon Domzal will lead an international client service team of 43 e-commerce specialists on the Coty account.

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