



FOR IMMEDIATE RELEASE

## **Scott Dadich Exits Wired, Teams With Patrick Godfrey to Form Godfrey Dadich Partners, a Strategy, Design, and Content Firm**

**SAN FRANCISCO, CA, JANUARY 3, 2017**

Scott Dadich, editor in chief of WIRED for the past four years, today announced the formation of Godfrey Dadich Partners (GDP), a strategy, design, and content firm based in San Francisco. Under co-CEOs Dadich and Patrick Godfrey, GDP will help clients define organizational strategy, create impactful experiences, and develop content to drive immersive, action-oriented engagement. Godfrey Dadich Partners offers clients two great talents—one a master of re-imagining businesses and propelling them forward, the other a master storyteller who can craft highly engaging experiences across multiple platforms—in a single partnership.

Dadich spent 11 years at Condé Nast, serving as WIRED's Creative Director as well as Editor in Chief. Under his leadership, WIRED earned 10 Webby Awards, more than 50 Society of Publication Designers medals, and four National Magazine Awards for design. Dadich oversaw the redesign of nearly every aspect of the brand, from the magazine and website to the organizational structure and even its San Francisco headquarters. He tripled WIRED's reach on social media, increased traffic to WIRED.com by 50%, and pushed page views past one billion a year. Dadich also co-founded WIRED Brand Lab, an entirely new business model for WIRED and Condé Nast as a full-service agency

"No one can see the future, but I know I'm happiest when I'm chasing it—that's why I've loved creating a new WIRED every single day. Covering the worlds of business and technology, however valuable, is watching from the sidelines. I felt it was time to get in the game with my own company," Dadich said. "Moving forward in this new direction with Patrick enables me to partner with one of the most exceptional strategists working today to help a diverse group of leaders and companies thrive in a world of constant transformation."

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**Godfrey  
Dadich.**

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Dadich conceived WIRED by Design, the design retreat held at Skywalker Ranch, and worked closely with President Obama, guest editor of WIRED's November, 2016, issue. Other guest editors included Serena Williams, J.J. Abrams, Bill Gates, and Christopher Nolan.

Earlier in his career, as vice president of editorial platforms for Condé Nast, he led development of WIRED's and The New Yorker's groundbreaking iPad apps, creating a publishing platform that became the industry standard.

Patrick Godfrey spent his career in the trenches and boardrooms of some of the biggest and most successful companies in the world, including Microsoft, IBM, Dolby, AT&T, Sun Microsystems, and WIRED. With agency experience at Ogilvy & Mather, Anderson & Lembke, and Goldberg Moser O'Neill, Patrick has the frequent flyer miles and the industry recognition that come from driving success for marketers the world over.

As CEO of Godfrey Q, an industry-leading B2B agency he founded in 2003, Godfrey has worked with clients including Dolby, Intel, Splunk, NetApp, Symantec, and Veritas. The agency, which has grown to 70 full-time staff with billings of more than \$100 million, has won numerous awards, including recognition from AdAge Small Agency Awards, IAB MIXX, Addys, and Effies.

"In the 25 years I've been in the agency world, change has been the only constant," Godfrey said. "This new venture addresses the transformation in how people experience brands and access information. Godfrey Q has created great success for our partners over the past 14 years, and now, adding Scott's unmatched background in design, journalism, and technology, Godfrey Dadich Partners will help our clients tell bigger and better stories across a host of new platforms."

From Google to Nike, General Motors to IBM, Lucasfilm to Netflix, Godfrey and Dadich have longstanding relationships with some of the most innovative companies and people, many they plan to work with again.

The existing Godfrey Q organization will transition into Godfrey Dadich Partners on February 1. Godfrey Q co-founder and CFO Dennis O'Rourke will continue his role in the new GDP organization.

#### **GODFREY DADICH PARTNERS SERVICES**

This new partnership builds on the longstanding capabilities of Godfrey Q, with GDP services including brand strategy, identity, and architecture; human interface design for



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desktop, mobile web, iOS, and Android; motion graphics and animation; editorial and print design; content strategy and development; media planning, buying and optimization; analytics and audience development.

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