



Vision. Mission. Values.

Much like how we move ideas for our clients – from a kernel of an idea to something much bigger – we do the same inside the walls of PAN. Our employees shape our organization by sharing ideas and moving them forward. Our values are born from within.

As we grow and expand geographically, we are rooted in the core values that drive our behaviors. While embracing individuality, we share a common voice when describing what makes PAN a special place.

Our vision, mission and values are just that. A collective voice of the people of PAN.

Our Vision

To be the industry's most trusted communications partner.

We bring together the most talented hearts and minds in marketing and PR for our clients to exceed expectations.

PAN's heritage is driven by the belief that great people can do great things. That's why we focus on people and culture first.

Integrated marketing and PR is what we do; the **people** are who we are. We believe that by fostering an environment free of office politics and rich in support and diversity, we can rise above the industry noise and win the race.

Our Mission

To bring great stories to life.

And those great stories are about the companies – technologies and innovations – that are changing lives.

Our Core Values

We are...

People-first

PAN begins and ends with its people. We don't separate the people from the business, because the people ARE the business. We capture the hearts, minds and humor of our team members to deliver outstanding results.

Honest

We have a strong moral compass at PAN. **Honesty and integrity are at the foundation of everything we do.** These guiding principles have never wavered for over two decades, working with hundreds of clients.

Collaborative

We're a "we" versus "I" organization. We buy into the whole being greater than the sum of its parts. At PAN, new ideas and varying points of view are welcomed – expected, even. We're attracted to intellectually curious people who are born collaborators.

Trustworthy

Our business is built on trust. Our clients entrust us with their stories; our teams entrust us with their careers. We don't take that lightly, and we honor that trust by doing what we say we're going to do.

Tenacious

We are relentless in our pursuit. **We are determined, persistent and, sometimes, downright scrappy.** We wear those words proudly, because it speaks to culture of never settling for "good enough." We make a practice of always going the extra mile.

Transparent

We share information openly. It may start with our CEO, but it doesn't end there. **From our executive team to our dedicated VPs, we believe in transparent communication.**

Passionate

We love what we do. You can feel it the moment you walk through our doors.

Curious

Our curiosity sits at the center of our evolution. We challenge the status quo to explore new solutions to today's problems and uncover new possibilities and opportunities.

Fun

We take our work seriously, but not ourselves. **We play as hard as we work!**