



FOR IMMEDIATE RELEASE

## **Godfrey Dadich Partners Names Rick Levine Managing Partner and Florian Bachleda Creative Director**

**Condé Nast and Fast Company Veterans Join  
Growing New York Office**

**NOVEMBER 10, 2017**

Godfrey Dadich Partners has named Rick Levine Managing Partner, New York, and Florian Bachleda Creative Director, New York, it was announced today by co-CEOs Patrick Godfrey and Scott Dadich. Levine and Bachleda will focus on serving GDP's growing roster of East Coast clients with world-class design and storytelling. They will collaborate with GDP's San Francisco headquarters, and will work alongside Dave O'Connor, Partner, President of Entertainment, who is also based in New York.

"Having worked closely with Rick I know he has the ideal combination of experience, talent, and temperament to help GDP recruit talent, maintain our culture, manage workflow, and significantly scale our business on the East Coast and in Europe," noted Dadich. "And Florian is a singular creative talent—a designer I've long-admired, been fortunate to have collaborated with, and am thrilled to welcome to our shop."

Levine is a Condé Nast veteran, where as senior vice president for editorial operations he led the company's digital edition development effort; created the digital content syndication team; and participated in business development initiatives with major tech companies. Earlier he held senior corporate and editorial positions at The New Yorker and Condé Nast Traveler, and helped lead teams that created and launched Lucky, Cargo, Domino, and Portfolio magazines. He began his career in newspapers, and served as City Hall Bureau Chief of The New York Times. Most recently, Levine co-founded a medical information software start up in New York City.

Bachleda has been the creative director of Fast Company Media for the past seven years, where he led the award-winning design across all platforms. Under his creative direction Fast Company was named "Magazine of the Year" (2013) by the American Society of Magazine Editors (ASME), and won the "Brand of the Year" (2013) and "Redesign of the Year" (2011) Gold Medals from the Society of Publication Designers (SPD). He has led creative teams for over 20 years, including serving as creative director of Latina, Vibe, and other publications, and ran his own design consultancy

**Godfrey  
Dadich.**

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where he worked on projects for Pharrell Williams' "I Am Other," McKinsey & Company, Time Inc., and Condé Nast, where he collaborated with Dadich and Levine in the editorial development group.

**ABOUT GODFREY DADICH PARTNERS**

Godfrey Dadich Partners is a design firm founded in January 2017 under co-CEOs Patrick Godfrey and Scott Dadich. GDP designs strategies, experiences, and stories, setting a new standard for how inventive organizations inform, interact, and inspire. With a team of more than 60 in San Francisco, New York, and Los Angeles, GDP is a new kind of company, dedicated to finding and telling great stories.