

Industry Atom Joins BigCommerce Agency Partner Program

Industry Atom offers tailored solutions to help BigCommerce's fast-growing B2B brands and retailers achieve significant growth and competitive advantage.

San Jose, California Mar 1, 2024 ([IssueWire.com](https://www.issuewire.com)) - Industry Atom, a pioneering Go-To-Market (GTM) strategy and Venture studio, today announced it has officially become a BigCommerce Elite Agency Partner. As a member of the BigCommerce Agency Partner Program, Industry Atom can now offer clients innovative GTM strategies, sales enablement, and account-based marketing services.

"Our partnership with BigCommerce marks a significant milestone in our mission to empower fast-growing B2B founders," said Joseph Abraham, CEO of Industry Atom. "We are thrilled to bring our unique blend of strategic planning, market analysis, and sales optimization to a wider audience, and we believe this collaboration will be a game-changer for our clients."

Industry Atom is dedicated to helping B2B startups overcome the challenges of scaling, with a focus on surpassing the critical \$10 million revenue milestone. The firm's customized solutions are designed to accelerate growth, enhance competitive advantage, and provide founders with the tools for successful market expansion and customer acquisition. Through this partnership with BigCommerce, Industry Atom aims to extend its holistic approach to digital transformation and e-commerce, enabling clients to achieve unparalleled growth and market leadership.

"At BigCommerce, our core focus is providing our customers access to all the tools and services they need to build, innovate, and grow – and that includes introducing them to industry-leading agencies like Industry Atom," said Daniel Fertig, vice president of agency and technology partnerships at BigCommerce. "I'm excited to welcome such a talented and well-respected agency into the BigCommerce partner program. I look forward to working with them to bring additional value to BigCommerce customers seeking a top-notch website experience."

Tens of thousands of BigCommerce customers look to the platform's robust agency partner ecosystem for support in creating differentiated shopping experiences to fuel their growth. Therefore, BigCommerce Agency Partners are carefully selected based on offering best-in-class technologies, value, and superior customer service.

About Industry Atom

About Industry Atom Industry Atom is a new-age Go-To-Market (GTM) strategy and Venture studio dedicated to empowering the "hungry lions" of the business world—fast-growing B2B founders eager to scale their ventures. With a focus on surpassing the critical \$10 million revenue milestone, Industry Atom leverages innovative methodologies, industry insights, and practical tools to help these ambitious leaders navigate the complexities of market expansion, customer acquisition, and revenue growth.

For more information, please visit www.industryatom.com or follow us on X and LinkedIn.

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open SaaS and composable e-commerce platform that empowers brands and retailers of all sizes to build, innovate, and grow their businesses online. BigCommerce provides its customers with sophisticated enterprise-grade functionality, customization, and performance with simplicity and ease of use. Tens of thousands of B2C and B2B companies across

150 countries and numerous industries rely on BigCommerce, including Burrow, Coldwater Creek, Francesca's, Harvey Nichols, King Arthur Baking Co., MKM Building Supplies, Ted Baker, United Aqua Group and Uplift Desk. For more information, please visit www.bigcommerce.com or follow us on X and LinkedIn.

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