PATRICK J. WILSON

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SUMMARY

Senior international growth executive with 30+ years of leadership accelerating revenue, entering established and emerging markets, and building scalable commercial platforms across the beverage and CPG sectors. Proven record of leading expansion across 40+ countries, transforming distribution networks, and creating enterprise value through strategic partnerships, disciplined execution, and high-performance multinational teams.

Recognized for converting market opportunity into profitable growth by aligning market-entry strategy, route-to-market design, pricing, sales, operations, and customer development. Trusted partner to bottlers, distributors, retailers, and global affiliates, with deep experience negotiating complex agreements and navigating diverse regulatory, cultural, and operating environments.

Positioned to deliver immediate impact as Senior Vice President, International Growth by setting global expansion priorities, developing strategic partnerships, strengthening regional leadership, and building repeatable commercial capabilities that drive sustainable revenue and profitability.

SKILLS

- International Growth Strategy
- Market Entry & Expansion
- Strategic Partnerships
- P&L Management
- Route-to-Market Strategy
- Distributor & Bottler Management
- Commercial Transformation
- Emerging Markets
- Go-to-Market Execution
- Cross-Cultural Leadership
- Negotiation
- Sales Forecasting
- Supply Chain Optimization
- Team Building

EXPERIENCE

MONSTER BREWING COMPANY

Delray Beach, FL

Vice President, International Business Development — 01/2024 to 01/2026

- Led global expansion of an alcohol portfolio within the Coca-Cola system, identifying priority markets and unlocking new international revenue streams.
- Designed and executed market-entry and go-to-market strategies across key global regions, aligning distributors and accelerating brand adoption.
- Directed international export operations across multiple continents, strengthening logistics, compliance, and distributor execution.
- Built scalable commercial frameworks for rapid entry into high-growth markets, integrating partnership, pricing, route-to-market, and operating requirements.

MONSTER ENERGY COMPANY

Vice President, Caribbean & Central America — 01/2016 to 01/2024

- Drove revenue growth from $10M to $90M, implementing pricing strategies and launching affordable product lines to expand market share.
- Led commercial operations across 40+ countries, managing distributors, bottlers, and regional sales teams to enhance market penetration.
- Negotiated and executed distribution transitions into the Coca-Cola system, enhancing global route-to-market capabilities and ensuring seamless integration.
- Developed and deployed forecasting systems, increasing demand planning accuracy and optimizing operational efficiency.

MONSTER ENERGY COMPANY

South America

Vice President, — 01/2011 to 01/2016

- Established strategic partnerships with major bottlers, including AMBEV and Coca-Cola affiliates, to secure long-term distribution agreements that enhanced market reach.
- Negotiated complex multi-party agreements across Brazil and key South American markets, accelerating regional growth and strengthening market position.
- Led cross-functional operations in sales, logistics, and marketing to achieve seamless market penetration and drive regional engagement.
- Built and scaled Monster Energy's South American operations from market entry to full regional commercialization.

_Monster Energy Company
Canada

Vice President & General Manager 01/2008 to 01/2011

- Led national sales, marketing, and operations with full P&L accountability across Canada, driving strategic initiatives.
- Increased sales volume from 2M to 7M cases, achieving category leadership in Western and Atlantic Canada.
- Launched national marketing and sampling programs, elevating brand visibility and increasing consumer engagement.
- Transitioned distribution network from Pepsi Bottling Group to Coca-Cola, improving scalability and operational effectiveness.

Leading Brands USA, Inc.
Montreal, QC

President 01/2005 to 01/2008

- Successfully launched TRUE BLUE blueberry juice brand across the U.S. market.
- Executed strategic growth initiatives, positioning the company for sustainable long-term scalability.
- Developed a high-performing broker network, facilitating accelerated national expansion.
- Created national U.S. distribution network across grocery and foodservice channels, enhancing market reach.

Leading Brands Canada, Inc.
Montreal, QC

Executive Vice President 01/1999 to 01/2008

- Led successful launches of major beverage brands including Monster Energy, SOBE, Fiji Water, and Icelandic Glacial.
- Strengthened operational infrastructure to support rapid portfolio expansion, facilitating seamless integration of new brands.
- Managed direct-store-delivery (DSD) teams and national wholesale distribution networks, ensuring timely product availability.
- Developed nationwide distribution across convenience, grocery, and foodservice channels, enhancing market reach.

Biscuits Leclerc Ltd.
Montreal, QC

Sales & Marketing Director 01/1990 to 01/1999

- Grew annual revenue from $9M to $100M+ through strategic sales and marketing leadership.
- Developed and scaled national distribution networks across Canada and the U.S. to enhance market reach.
- Managed key national accounts including major retailers such as Costco and Walmart.
- Directed brand strategy and execution for multiple product lines and regions, aligning efforts with market demands.

EDUCATION AND TRAINING

DEC, BUSINESS ADMINISTRATION
Sherbrooke College

FOOD INDUSTRY EXECUTIVE PROGRAM
USC Marshall School of Business

FOOD EXECUTIVE PROGRAM
Cornell University, SC Johnson College of Business

ADVANCED LEADERSHIP PROGRAM
Vanderbilt University, Owen Graduate School of Man