CAREER INTELLIGENCE ORGANIZATION

EXECUTIVE SEARCH & CAREER INTELLIGENCE DIVISION

HIRING INTELLIGENCE REPORT

PATRICK J. WILSON

Senior VP, International Growth

Confidential Executive Search Evaluation

Prepared from submitted professional materials

Approval Date: October 6, 2026

REPORT PURPOSE

Provide a structured assessment of Patrick J. Wilson's documented executive experience, commercial impact, international-growth capability, market positioning, evidence strength, and alignment considerations for a Senior VP, International Growth mandate.

DOCUMENT CLASSIFICATION: EXECUTIVE SEARCH EVALUATION

1. EXECUTIVE INTELLIGENCE SUMMARY

Executive level: CEO/President-level and senior vice president leadership experience.

Experience: More than 30 years across beverage and consumer packaged goods leadership.

International scope: Canada, United States, Latin America, Caribbean, Central America, South America, Oceania, Europe, and international export markets.

Primary capabilities: International business development, growth strategy, commercial leadership, P&L, market expansion, route-to-market, strategic partnerships, brand development, distributor/bottler alignment, KPI and ROI tracking.

Documented commercial outcomes: Regional revenue growth from $10M to $90M; Canadian sales volume growth from 2M to 7M cases; earlier revenue growth from $9M to $100M+; commercial and brand execution across 40+ countries.

Target mandate: Senior VP, International Growth.

EXECUTIVE INTELLIGENCE ASSESSMENT

The submitted career evidence presents Patrick as an internationally experienced commercial executive whose strongest documented value proposition is the combination of market expansion, distribution infrastructure, strategic partnerships, and measurable growth execution. His most recent role involved international expansion planning and scalable go-to-market frameworks, while prior leadership roles demonstrate direct regional commercial execution and national P&L accountability.

For the targeted international-growth mandate, the strongest evidence is concentrated in four areas: multi-country market development, measurable commercial growth, route-to-market and bottler/distributor leadership, and senior-level cross-functional execution. This assessment is derived from the submitted resume; where additional proof would strengthen the hiring case, it is identified later as a verification point.

EXECUTIVE INTELLIGENCE SCORECARD

Dimension	Documented Evidence	Assessment
International Growth	Expansion planning; 40+ country execution; multiple continents.	**Strong evidence**
Commercial Growth	$10M→$90M; 2M→7M cases; $9M→$100M+.	**Strong evidence**
P&L; Leadership	Full national P&L; accountability in Canada.	**Strong evidence**
Route-to-Market	Coca-Cola and Pepsi distribution transitions; bottler alignment.	**Strong evidence**
Strategic Partnerships	AMBEV and Coca-Cola affiliates; complex multi-party agreements.	**Strong evidence**
Executive Leadership	CEO/President-level profile; SVP/VP leadership assignments.	**Strong evidence**

2. TARGET-MANDATE ALIGNMENT

The target mandate is treated as a Senior VP-level international growth assignment. The analysis below maps the documented career evidence to the capabilities typically central to that mandate. It does not invent requirements not supplied by the candidate; it evaluates the evidence available in the submitted materials.

Mandate Area	Documented Evidence	Hiring Relevance
International expansion	International expansion planning at Monster Brewing; South America platform development; multi-region leadership.	Directly relevant
Regional/global growth	40+ country commercial execution; Caribbean/Central America; South America; Canada; U.S. expansion.	Directly relevant
Revenue growth	$10M→$90M regional revenue; $9M→$100M+ earlier career.	High-value proof
Volume growth	2M→7M cases in Canada.	High-value proof
P&L; ownership	Full national P&L; accountability across sales, marketing, operations, distribution, retail execution.	Directly relevant
Route-to-market	Bottler/distributor alignment and Coca-Cola/Pepsi distribution transitions.	Directly relevant
Strategic partnerships	AMBEV and Coca-Cola affiliates; multi-party agreements.	Directly relevant
Cross-functional execution	Marketing, commercial, logistics, compliance, distributor and regional stakeholder integration.	Directly relevant
Performance management	KPIs, forecasting, tracking, ROI and performance disciplines.	Relevant

ALIGNMENT INTERPRETATION

The strongest alignment is where Patrick's documented experience combines international market development with measurable commercial outcomes. His resume does not merely describe exposure to international markets; it documents responsibility for regional execution, distribution structures, partner relationships, and quantified growth.

3. CAREER EVIDENCE MATRIX

This matrix separates what is explicitly documented from the hiring relevance derived from that evidence.

Evidence	Source Career Context	What It Demonstrates
$10M→$90M	VP, Caribbean & Central America	Ability to drive regional revenue growth through brand, pricing, channel and trade activation strategy.
40+ countries	VP, Caribbean & Central America	Large geographic operating scope and multi-market coordination.
2M→7M cases	VP & GM, Canada	Commercial scaling under full national P&L; accountability.
AMBEV + Coca-Cola affiliates	VP, South America	Strategic bottler relationships and complex partner ecosystem management.
Coca-Cola distribution transition	Caribbean/Central America and Canada	Route-to-market transformation and execution integration.
International expansion planning	SVP, International Business Development	Recent direct exposure to international expansion strategy and go-to-market frameworks.
$9M→$100M+	Sales & Marketing Director, Biscuits Leclerc	Long-term commercial growth capability predating later multinational roles.
Costco + Walmart accounts	Biscuits Leclerc	National-account management and retail-channel experience.

4. QUANTIFIED CAREER IMPACT

Quantification is a central part of executive-search credibility. The following metrics are taken directly from the submitted resume and are interpreted for hiring relevance.

$10M → $90M REGIONAL REVENUE

As Vice President, Caribbean & Central America, Patrick grew regional revenue from $10M to $90M through market-specific brand, pricing, channel and trade activation strategies. Hiring relevance: demonstrates measurable regional commercial growth rather than purely strategic exposure.

2M → 7M CASES

As Vice President & General Manager, Canada, Patrick increased sales volume from 2M to 7M cases while holding full national P&L; accountability. Hiring relevance: connects executive responsibility with a concrete volume-growth outcome.

$9M → $100M+

Earlier, as Sales & Marketing Director at Biscuits Leclerc, Patrick grew annual revenue from $9M to more than $100M. Hiring relevance: demonstrates a long-term pattern of commercial scaling across different stages of his career.

40+ COUNTRIES

He directed commercial and brand execution across more than 40 countries in the Caribbean and Central America. Hiring relevance: supports a high-complexity, multi-market operating profile.

30+ YEARS

His summary states more than 30 years of Canadian, North American and global CPG leadership. Hiring relevance: substantial accumulated operating context for senior mandates.

5. INTERNATIONAL LEADERSHIP INTELLIGENCE

Patrick's international profile is not limited to one geography. His career contains distinct regional leadership assignments across Canada, the United States, South America, the Caribbean and Central America, together with broader international expansion work.

NORTH AMERICA

Canada: national P&L; leadership, sales-volume growth, retail and distribution execution. United States: beverage expansion, national distribution development, grocery and foodservice channels.

LATIN AMERICA & SOUTH AMERICA

South America: platform development, strategic bottler partnerships, multi-party agreements, local market plans, logistics, marketing and consumer engagement.

CARIBBEAN & CENTRAL AMERICA

Regional leadership across 40+ countries, with revenue growth, distributor/bottler alignment, pricing, channels, trade activation, forecasting and performance tracking.

GLOBAL EXPANSION

Most recently, international expansion planning at Monster Brewing Company involved brand strategy, route-to-market priorities, bottler capabilities, regional execution, logistics, compliance and distributor stakeholders across global regions.

HIRING INTERPRETATION

The documented pattern suggests an executive accustomed to adapting a common growth objective to different market structures, partner ecosystems and execution realities. This is a relevant capability for international-growth mandates.

6. COMMERCIAL & P&L; INTELLIGENCE

Patrick's strongest commercial evidence combines revenue/volume outcomes with direct operating accountability.

P&L; ACCOUNTABILITY

As Vice President & General Manager, Canada, he held full national P&L; accountability across sales, marketing, operations, distribution and retail execution. This provides direct evidence of broad commercial operating responsibility.

REVENUE & VOLUME

The resume documents three major quantified outcomes: $10M→$90M regional revenue, 2M→7M Canadian cases, and $9M→$100M+ earlier revenue growth.

COMMERCIAL SYSTEMS

His skills and experience include KPI development, ROI tracking, trade marketing, POS programs, digital and earned media amplification, bottler/distributor alignment, forecasting, contract and budget management, and go-to-market execution.

EXECUTIVE IMPLICATION

The evidence supports positioning Patrick as a commercially accountable growth executive rather than a strategy-only international leader. The combination of strategy and operating execution is a central differentiator in his documented profile.

7. MARKET EXPANSION & ROUTE-TO-MARKET INTELLIGENCE

Route-to-market capability is a recurring theme throughout Patrick's career and is particularly relevant to beverage and CPG growth models.

DISTRIBUTION TRANSFORMATION

The resume documents distribution transitions into the Coca-Cola system in Caribbean/Central America and Canada, as well as the transition of Canada's network from Pepsi Bottling Group to Coca-Cola.

BOTTLER ECOSYSTEMS

In South America, Patrick secured strategic partnerships with major bottlers including AMBEV and Coca-Cola affiliates. This required partner alignment and complex multi-party agreements.

LOCALIZATION

His career includes balancing global brand standards with local cultural relevance and execution realities, alongside market-specific pricing, channel and trade activation strategies.

HIRING INTERPRETATION

This evidence supports a positioning around building scalable commercial infrastructure, not merely launching products. For an international-growth mandate, that distinction is important because expansion often depends on partner architecture, distribution economics and local execution.

8. STRATEGIC PARTNERSHIP INTELLIGENCE

Patrick's resume repeatedly places him in roles requiring external-partner coordination and complex commercial relationships.

AMBEV AND COCA-COLA AFFILIATES — Strategic bottler relationships supporting South American market development.

COCA-COLA SYSTEM — Distribution transitions designed to improve scalability, national consistency and execution.

DISTRIBUTORS & BOTTLERS — Alignment around quarterly plans, KPIs, market priorities, execution readiness and commercial performance.

NATIONAL RETAIL ACCOUNTS — Earlier management of major national accounts including Costco and Walmart.

HIRING INTERPRETATION

The documented experience indicates comfort operating in partner-dependent growth environments where influence, negotiation, commercial alignment and execution governance are essential. The evidence is especially relevant to businesses that scale internationally through distributors, bottlers, strategic alliances or channel partners.

9. LEADERSHIP CAPABILITY ASSESSMENT

This section evaluates documented leadership capabilities rather than personality traits.

Capability	Evidence Base	Assessment
Cross-functional leadership	Sales, marketing, logistics, compliance, commercial and distributor stakeholders.	Strong documented capability
International stakeholder management	40+ countries and multiple regional leadership assignments.	Strong documented capability
Commercial decision-making	Pricing, channel, trade activation, forecasting, ROI and P&L.;	Strong documented capability
Strategic execution	Business cases, market recommendations, execution models and launches.	Strong documented capability
Partner management	Bottlers, distributors, Coca-Cola system, AMBEV and national accounts.	Strong documented capability
Operating discipline	KPIs, forecasting, performance tracking, contract and budget management.	Documented capability

10. ATS / HCMS & EXECUTIVE-MARKET POSITIONING

The Hiring Intelligence Report is not an ATS resume. Its purpose is to identify and reinforce the terminology that should remain consistent across Patrick's resume, executive bio, LinkedIn profile, networking materials and hiring-facing documents.

PRIMARY SEARCHABLE POSITIONING TERMS

International Growth • International Business Development • Commercial Strategy • Global Market Expansion • P&L Leadership • Revenue Growth • Market Entry • Go-to-Market Strategy • Route-to-Market • Strategic Partnerships • Distributor Management • Bottler Management • Beverage • Consumer Packaged Goods • Brand Development • Trade Marketing • Retail Execution • KPI Development • ROI Tracking • Cross-Functional Leadership.

EXECUTIVE-MARKET CONSISTENCY

The strongest profile architecture is to consistently present Patrick as an **International Growth & Commercial Executive**, with Beverage/CPG expertise and documented leadership across international expansion, P&L, strategic partnerships and route-to-market execution.

DOCUMENT DESIGN GUIDANCE

For ATS/HCMS-facing materials, retain conventional section headings, standard role titles, searchable terminology, plain-text content and measurable achievements. Avoid graphics, text boxes, unusual columns and decorative elements in the resume version intended for system ingestion.

SOURCE-BASED LIMITATION

The submitted resume supports the positioning above. It does not provide system-specific evidence about an individual employer's ATS configuration, scoring model or internal hiring thresholds; such details should not be presented as verified facts.

11. EVIDENCE GAPS & VERIFICATION POINTS

A credible hiring intelligence assessment should identify where additional evidence would strengthen the executive case. The following are not negative findings; they are areas where the submitted resume provides limited or no quantified detail.

Team scale: The resume does not consistently state the size of teams directly managed in each executive assignment.

P&L; magnitude: Full national P&L; accountability is documented for Canada, but the actual P&L; size is not provided.

Profitability metrics: Revenue and volume growth are documented, but EBITDA, gross margin, contribution margin or profit-impact metrics are not provided.

Board exposure: The submitted material does not specify board-level responsibilities or board presentation exposure.

Transformation metrics: Go-to-market and distribution changes are documented, but implementation timelines and quantified efficiency improvements are not stated.

Digital transformation: Digital and earned media are listed among skills, but specific digital transformation outcomes are not quantified.

Recent mandate outcomes: The 2024–2026 international business development role describes responsibilities and frameworks, but the resume does not provide specific revenue or market-launch outcomes from that assignment.

RECOMMENDED VERIFICATION QUESTIONS

• What was the approximate annual revenue/P&L; scope under direct accountability in the largest assignments?

• What was the largest organization or cross-functional team directly led?

• Which international expansion initiatives produced the highest incremental revenue or margin?

• What measurable outcomes resulted from the major distribution transitions?

• Which current growth markets or categories should be emphasized for the targeted mandate?

12. HIRING-MANAGER VALUE PROPOSITION

Based on the submitted evidence, Patrick can be positioned around business problems that require international commercial leadership rather than narrowly functional execution.

International Expansion

Building market-entry and expansion platforms across diverse geographies while aligning local execution with broader brand and commercial strategy.

Commercial Scaling

Converting market opportunities into measurable revenue and volume growth through pricing, channel, trade activation and disciplined execution.

Route-to-Market Development

Strengthening bottler, distributor and channel architecture to create scalable market access and consistent execution.

Strategic Partner Alignment

Managing complex external relationships and multi-party agreements where growth depends on partner capability and alignment.

Cross-Functional Execution

Connecting marketing, commercial, logistics, compliance, sales and distribution stakeholders around market priorities and performance measures.

EXECUTIVE DIFFERENTIATION

The most defensible differentiation is the combination of **international market experience + measurable commercial growth + route-to-market expertise + strategic partner management + senior P&L leadership**. That combination is supported across multiple stages of Patrick's career rather than by a single isolated assignment.

13. TARGET EXECUTIVE MANDATES

The following are target-positioning categories derived from the documented career profile. They are not representations of current offers or confirmed vacancies.

- Senior Vice President, International Growth
- Senior Vice President, International Business Development
- Vice President, Global Commercial Strategy
- Vice President, International Markets
- Vice President, Business Development
- President / General Manager — Beverage & CPG
- Chief Commercial Officer
- International Market Expansion Executive

MANDATE PRIORITY INTERPRETATION

The strongest positioning is for mandates combining international growth with commercial ownership. Roles centered exclusively on a function for which the resume provides less direct evidence should be evaluated separately against the specific job description.

14. INTERVIEW INTELLIGENCE

The following themes are the areas a senior hiring team is most likely to explore based on the documented career pattern.

1. INTERNATIONAL GROWTH STRATEGY

Be prepared to explain how market selection, entry strategy, partner selection and local execution were evaluated across different regions.

2. THE $10M→$90M GROWTH STORY

Be prepared to explain the starting situation, growth levers, market mix, pricing/channel strategy, partner contribution and sustainability of the outcome.

3. 2M→7M CASE GROWTH

Be prepared to explain the operating decisions behind the volume increase and how P&L; accountability influenced priorities.

4. BOTTLER & DISTRIBUTOR STRATEGY

Be prepared to explain partner selection, negotiation, governance, transition management and performance measurement.

5. SOUTH AMERICA PLATFORM DEVELOPMENT

Be prepared to explain how AMBEV/Coca-Cola relationships were established and how local execution was balanced with global standards.

6. RECENT INTERNATIONAL BUSINESS DEVELOPMENT

Be prepared to provide concrete examples and outcomes from the 2024–2026 international expansion assignment beyond the framework-level responsibilities listed in the resume.

7. EXECUTIVE LEADERSHIP SCALE

Be prepared to quantify organization size, budget scope, P&L; scale and senior stakeholder exposure where appropriate.

15. EXECUTIVE SEARCH RECOMMENDATION

Based solely on the submitted professional materials, Patrick presents a substantial evidence base for consideration for senior international-growth and commercial leadership mandates.

The strongest documented case rests on his combination of **multi-continent operating experience, measurable revenue and volume growth, full national P&L accountability, strategic bottler/distributor relationships, market-expansion experience, and senior executive leadership across beverage and CPG businesses**.

The profile is particularly compelling where the mandate requires an executive who can connect strategic growth planning with practical market execution, distribution architecture, commercial performance and partner alignment.

The principal opportunity to strengthen the hiring case is additional quantification around P&L scale, organization size, profitability impact, recent international-growth outcomes and other executive-level measures not currently stated in the resume. These should be validated and incorporated where available.

POSITIONING RECOMMENDATION

Lead with: **International Growth & Commercial Executive**.

Support with: **Beverage & CPG | Global Market Expansion | P&L Leadership | Business Development | Strategic Partnerships | Route-to-Market**.

Proof with: **$10M→$90M revenue growth | 2M→7M cases | $9M→$100M+ revenue growth | 40+ countries | 30+ years**.

This architecture keeps the candidate's market identity consistent across the resume, CPR Executive Bio, networking materials and executive-search evaluation.

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APPROVAL & EXECUTIVE VALIDATION

Recent mandate outcomes	The 2024–2026 international business development role describes responsibilities and frameworks, but the resume does not provide specific revenue or market-launch outcomes from that assignment.
Candidate	Patrick J. Wilson
Target Mandate	Senior VP, International Growth
Document	Hiring Intelligence Report
Evaluation Status	APPROVED

This Hiring Intelligence Report has been reviewed and approved by the **Career Intelligence Organization — Executive Search & Career Intelligence Division** based on the professional information and career materials submitted for executive-search evaluation.

The report has been approved for use within the candidate's structured hiring-readiness process and reflects the organization's assessment of the candidate's executive positioning, documented career evidence, functional capabilities, international-market experience, and alignment with the targeted mandate.

AUTHORIZED APPROVAL AUTHORITY

Approval Authority	Career Intelligence Organization
Division	Executive Search & Career Intelligence Division
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