PATRICK J. WILSON

INTERNATIONAL GROWTH & COMMERCIAL EXECUTIVE

Beverage & CPG | Global Market Expansion | P&L Leadership | Business Development | Strategic Partnerships

Delray Beach, Florida, United States | English & French | 30+ Years Executive Leadership Experience

EXECUTIVE POSITIONING

Patrick J. Wilson is a CEO/President-level beverage and consumer packaged goods executive with more than 30 years of leadership experience across North America and international markets, including Canada, the United States, Latin America, the Caribbean, Central America, South America, Oceania, Europe, and international export markets.

His executive career is centered on **international growth, commercial strategy, business development, market expansion, P&L leadership, route-to-market execution, strategic partnerships, brand development, and distributor and bottler alignment**.

Patrick has operated across complex multi-market environments where sustainable growth requires the integration of global strategy, local market execution, commercial discipline, distribution infrastructure, partner management, and consumer-facing brand development.

His career demonstrates a consistent ability to build market platforms, develop scalable go-to-market models, strengthen distribution ecosystems, lead cross-functional teams, and translate strategic opportunities into measurable commercial outcomes.

EXECUTIVE VALUE PROPOSITION

INTERNATIONAL GROWTH & MARKET EXPANSION — Experienced in developing and scaling commercial platforms across multiple countries and regions, including market entry, international expansion planning, local execution models, and regional growth strategies.

COMMERCIAL & P&L LEADERSHIP — Experienced in senior commercial leadership across sales, marketing, operations, distribution, retail execution, forecasting, KPI development, and P&L accountability.

STRATEGIC PARTNERSHIPS — Extensive experience developing and negotiating relationships with major bottlers, distributors, retailers, and commercial partners, including strategic relationships involving Coca-Cola affiliates and AMBEV.

GO-TO-MARKET & ROUTE-TO-MARKET STRATEGY — Strong capability in building market-specific commercial models connecting brand strategy, pricing, channels, trade activation, distribution, logistics, compliance, and execution.

BEVERAGE & CPG LEADERSHIP — Deep category experience spanning energy drinks, premium beverages, juice, water, and broader consumer packaged goods, including Monster Energy, SOBE, Fiji Water, Icelandic Glacial, and TRUE BLUE.

CAREER IMPACT SNAPSHOT

$10M → $90M Regional revenue growth across Caribbean & Central America.

2M → 7M CASES Canadian sales-volume growth during national P&L leadership.

$9M → $100M+ Revenue growth achieved earlier in his sales and marketing leadership career.

40+ COUNTRIES Commercial and brand execution across Caribbean and Central American markets.

30+ YEARS Executive and commercial leadership across beverage and CPG markets.

CORE EXECUTIVE COMPETENCIES

International Business Development • International Growth Strategy • Commercial Strategy • P&L Leadership • Revenue & Volume Growth • Market Entry & Expansion • Go-to-Market Strategy • Route-to-Market Strategy • Strategic Partnerships • Distributor & Bottler Management • Brand Development • Trade Marketing & Retail Activation • KPI Development & Performance Tracking • ROI Tracking • Cross-Functional Leadership • Contract & Budget Management • Global Beverage Categories

INTERNATIONAL LEADERSHIP EXPERIENCE

SENIOR VICE PRESIDENT — INTERNATIONAL BUSINESS DEVELOPMENT

Monster Brewing Company | 2024–2026

Led international expansion planning for the company's alcohol portfolio, aligning brand strategy, route-to-market priorities, bottler capabilities, and regional execution requirements.

Developed scalable go-to-market frameworks integrating marketing, commercial, logistics, compliance, and distributor stakeholders across global regions.

Supported market launches, contract alignment, execution readiness, and performance tracking across multiple continents.

Provided senior leadership with business cases, market recommendations, and execution models designed to improve ROI, speed to market, and brand consistency.

VICE PRESIDENT — CARIBBEAN & CENTRAL AMERICA

Monster Energy Company | 2016–2024

Directed commercial and brand execution across more than 40 countries.

Grew regional revenue from **$10M to $90M** through market-specific brand, pricing, channel, and trade activation strategies.

Aligned distributors, bottlers, regional teams, and local partners around quarterly plans, KPIs, and market priorities.

Negotiated and executed distribution transitions into the Coca-Cola system, strengthening route-to-market capabilities and integration with global standards.

Established tracking and forecasting disciplines to improve demand planning and performance management.

VICE PRESIDENT — SOUTH AMERICA

Monster Energy Company | 2011–2016

Built Monster Energy's South American platform through strategic partnerships with major bottlers, including AMBEV and Coca-Cola affiliates.

Negotiated complex multi-party agreements supporting scalable brand development, distributor alignment, and regional growth.

Led cross-functional sales, logistics, and marketing teams across local market plans, sampling, trade programs, and consumer engagement initiatives.

Scaled the business from market entry toward full South American commercialization while balancing global brand standards with local market requirements.

VICE PRESIDENT & GENERAL MANAGER — CANADA

Monster Energy Company | 2008–2011

Held full national P&L accountability across sales, marketing, operations, distribution, and retail execution.

Increased sales volume from **2M to 7M cases** while expanding brand relevance and category leadership across Western and Atlantic Canada.

Built national marketing, sampling, trade, and retail activation programs.

Transitioned Canada's distribution network from Pepsi Bottling Group to Coca-Cola, improving scalability, consistency, and execution quality.

EARLIER EXECUTIVE FOUNDATION

PRESIDENT — U.S. BEVERAGE EXPANSION

Leading Brands USA | 2005–2008

Led U.S. expansion initiatives and developed a national distribution network across grocery and foodservice channels.

EXECUTIVE VICE PRESIDENT

Leading Brands Canada | 1999–2008

Led Canadian launches of major premium and energy beverage brands, including Monster Energy, SOBE, Fiji Water, and Icelandic Glacial, while managing distribution networks and DSD operations.

SALES & MARKETING DIRECTOR

Biscuits Leclerc Ltd. | 1990–1999

Grew annual revenue from **$9M to more than $100M**, developed national distribution networks across Canada and the United States, managed major national accounts including Costco and Walmart, and directed brand strategy across multiple product lines and regions.

EXECUTIVE LEADERSHIP SIGNATURE

GLOBAL GROWTH — Building and scaling businesses across diverse international markets.

COMMERCIAL PERFORMANCE — Connecting strategy, sales, marketing, distribution, and execution to measurable outcomes.

MARKET DEVELOPMENT — Establishing market-entry platforms, distribution infrastructure, and localized growth strategies.

PARTNER ECOSYSTEMS — Aligning bottlers, distributors, retailers, strategic partners, and internal stakeholders.

EXECUTIVE EXECUTION — Converting strategic objectives into practical operating frameworks, performance disciplines, and market-level action.

TARGET EXECUTIVE MANDATES

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 Leadership

These represent target-positioning categories, not current or confirmed employment claims.

EXECUTIVE SEARCH VALUE

Patrick offers hiring organizations a combination of **international operating experience, beverage and CPG category knowledge, commercial leadership, P&L accountability, market-expansion capability, strategic partnership development, and demonstrated revenue and volume growth**.

His experience is particularly relevant to organizations seeking senior leadership capable of navigating international markets, developing scalable commercial models, strengthening route-to-market infrastructure, and aligning global growth objectives with local execution.

His career provides evidence of leadership across established multinational environments and expansion-oriented businesses, with responsibility spanning strategy, commercial operations, brand development, distribution, partnerships, and market performance.

EDUCATION & EXECUTIVE DEVELOPMENT

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 Management

Languages: English & French

EXECUTIVE POSITIONING STATEMENT

Patrick J. Wilson is an international growth and commercial executive with 30+ years of beverage and CPG leadership experience, a demonstrated record of building markets and distribution platforms, and a history of delivering measurable revenue and volume growth across North America and international markets.

His strongest executive-market positioning centers on **International Growth | Commercial Strategy | Business Development | Market Expansion | P&L Leadership | Beverage & CPG | Strategic Partnerships | Route-to-Market Execution**.