Patrick J. Wilson

International Growth Executive | Beverage & Consumer Packaged Goods

Patrick J. Wilson is a senior international growth executive with more than 30 years of leadership experience building and scaling beverage and consumer packaged goods businesses across established and emerging markets. He is recognized for converting market opportunity into profitable growth by aligning market-entry strategy, route-to-market design, pricing, sales, supply chain, operations, and customer development.

Most recently, as Vice President of International Business Development at Monster Brewing Company, Patrick led the global expansion of an alcohol portfolio within the Coca-Cola system. He identified priority markets, directed international export operations, and developed scalable commercial frameworks that integrated partnerships, pricing, compliance, logistics, and distributor execution.

During his tenure with Monster Energy Company, Patrick held senior leadership roles across the Caribbean, Central America, South America, and Canada. As Vice President for the Caribbean and Central America, he grew revenue from $10 million to $90 million while leading commercial operations across more than 40 countries. In South America, he built the business from market entry to regional commercialization and secured strategic distribution agreements with major bottlers, including AMBEV and Coca-Cola affiliates. Earlier, as Vice President and General Manager of Canada, he increased sales volume from 2 million to 7 million cases, achieved category leadership in key regions, and transitioned the national distribution network from Pepsi Bottling Group to Coca-Cola.

Patrick’s earlier executive experience includes serving as President of Leading Brands USA and Executive Vice President of Leading Brands Canada, where he launched and expanded brands such as Monster Energy, SOBE, Fiji Water, Icelandic Glacial, and TRUE BLUE. At Biscuits Leclerc, he helped grow annual revenue from $9 million to more than $100 million through strategic sales, marketing, and distribution leadership across Canada and the United States.

A trusted partner to bottlers, distributors, retailers, and global affiliates, Patrick brings deep expertise in P&L management, complex negotiations, commercial transformation, forecasting, supply chain optimization, and cross-cultural team leadership. His practical, disciplined approach enables organizations to set expansion priorities, strengthen regional leadership, build durable strategic partnerships, and create repeatable capabilities that deliver sustainable revenue and profitability.

Patrick holds Business Administration Degree from Sherbrooke College and has completed executive programs at the USC Marshall School of Business, Cornell University's SC Johnson College of Business, and Vanderbilt University's Owen Graduate School of Management.