PATRICK J. WILSON

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Hiring Organization

RE: Senior Vice President, International Growth

Dear Hiring Manager,

I am writing to express my interest in the Senior Vice President, International Growth position. With more than 30 years of executive leadership across the beverage and consumer packaged goods sectors, I have built and scaled international businesses, entered established and emerging markets, and created durable commercial platforms through disciplined strategy, strong partnerships, and operational execution.

Most recently, as Vice President of International Business Development at Monster Brewing Company, I led the global expansion of an alcohol portfolio within the Coca-Cola system, identifying priority markets, directing export operations, and building scalable market-entry frameworks. Previously, as Vice President for the Caribbean and Central America at Monster Energy Company, I grew revenue from $10 million to $90 million while leading commercial operations across more than 40 countries.

Across my career, I have converted market opportunity into profitable growth by aligning route-to-market design, pricing, sales, supply chain, operations, and customer development. I have negotiated complex distribution agreements with Coca-Cola affiliates, AMBEV, and other major bottlers; led distribution transitions; managed full P&L accountability; and built high-performing multinational teams. Earlier leadership roles included scaling Monster Energy in South America, increasing Canadian sales volume from 2 million to 7 million cases, launching beverage brands across the United States and Canada, and helping grow Biscuits Leclerc revenue from $9 million to more than $100 million.

I would bring to this role a practical combination of global perspective, commercial judgment, and executional discipline. I am prepared to set expansion priorities, strengthen regional leadership, develop strategic partnerships, and build repeatable capabilities that deliver sustainable revenue and profitability.

I would welcome the opportunity to discuss how my international growth experience, partnership network, and record of building profitable businesses can support your organization’s next phase of expansion. Thank you for your time and consideration.

Sincerely,

Patrick J.Wilson