

PATRICK M. EGAN

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PROFILE: Results oriented strategy and insights professional with experience across multiple CPG retailers, channels and categories. Consistently exceeds performance goals by capitalizing on 17 years of corporate and field experience as well as completion of M.B.A.

PROFESSIONAL EXPERIENCE

Ste. Michelle Wine Estates

Director – Brand & Market Strategy, Insights & Analytics (January 2020 – current)

- Hired and built new team to support organizational strategy centered on facts and driving revenue growth
- Led and developed 6 direct reports on weekly and long-term activities
- Delivered key organizational insights to executive leadership inclusive of CEO
- Lead portfolio integrated business planning process
- Focus on driving revenue growth for the brand portfolio through new and existing initiatives
- Created and maintained credibility and trust across the organization and stakeholders
- Broke down old organizational habits and instilled new based on facts and insights
- Told cohesive stories combining all aspects of facts and data
- Managed budget and agency relationships to maximize insights capabilities
- Developed marketing strategies to drive brand awareness and profitable growth

Senior Manager – Corporate Strategy, Foresight & Growth (January 2019 – January 2020)

- Lead strategy and innovation initiatives to drive long term organizational success
- Find and develop revenue generating opportunities
- Ideate whitespace opportunities to supplement core business
- Manage and lead product development for aluminum bottle line for a key brand
- Assess opportunities for value and viability
- Enable cross functional teams to execute and commercialize new projects

Senior Category Manager (Kroger) (October 2017 – January 2019)

- Manage and develop category management team
- Designed and led presentation that generated ~1,900 product placements for a new brand launch
- Lead category management activities for Kroger account nationally
- Proactively and relentlessly identify opportunities to grow business across all brand portfolios
- Communicate effectively and develop relationships with field sales team
- Operate independently and create projects without supervision

Category Manager, Strategy & Business Development (October 2016 – October 2017)

- Identify and develop business development opportunities to meet & exceed organizational objectives
- Create long term strategic vision for sales organization objectives
- Analyze industry trends and create insights that enable the organization to better understand the category
- Deliver key findings and recommendations to executive leadership team
- Lead and enhance consumer panel capabilities of the analytics team

Starbucks (Retail)

Associate Brand Manager – Wine & Beer (November 2015 – October 2016)

- Develop new business strategy to drive new program focused on wine & beer
- Manage the business from all aspects, inclusive of P&L, pricing, strategy development and marketing
- Build strong relationships within a matrix structure to ensure achievement of business objectives and adherence to brand guardrails
- Create wine and beer menu that meets both consumer needs and sales targets
- Manage multiple projects and deadlines to ensure business deliverables are on time and accurate
- Utilize strong analytical skills with ability to use a variety of data sources to draw out insights and implications
- Identify and develop product innovation from concept through delivery

Starbucks (CPG)

Senior Category Management Partner - CPG (June 2014 – November 2015)

- Provide all aspects of category management to cross functional teams at a corporate and regional level

- Mentor and lead peers and rotational associates
- Enhance category management skills and capabilities among team members
- Foster relationships and support cross functional teams; including brand management, sales, finance and forecasting
- Develop and commercialize best practice shopper insight analysis to be utilized by the organization
- Communicate and present relevant insights to national organization and senior management
- Interpret large data sources and present clear, effective findings
- Assist in strategic planning and provide category leadership perspective
- Develop optimal assortment and distribution strategies by brand

Anheuser-Busch InBev

Senior Manager, Category Management (December 2013 – June 2014)

- Led and developed all aspects of category management across multiple channels and retailers
- Directly managed category and space management personnel
- Developed total alcohol beverage analysis and strategy
- Focused on growing retail customer category business and relationship
- Communicated analytic findings to sales team and senior management
- Developed unique category business reviews tailored to retailer needs
- Presented key findings to both internal and external senior management
- Created and implemented action plans to meet and exceed assigned goals

Anheuser-Busch InBev

Manager, Retail Analysis & Category Management (May 2009 – December 2013)

- Increased category captainships by 16% among regional accounts
- Increased portfolio distribution by 5% in top 10 accounts in 2012
- Analyzed data to understand the consumer and their path to purchase
- Experienced working with large and small retailers across all channels
- Directly interacted with key retailer contacts
- Developed and recommended category assortment and space strategies to retailers
- Experienced in managing the beer category from both the retailer and internal perspective
- Provided actionable insights to the sales team to drive sales growth and meet goals
- Experienced in presenting sales data to both key internal and external contacts
- Tracked and analyzed total store categories to identify emerging CPG trends

Information Resources, Inc. (IRI)

Client Solutions Manager – Multiple Clients (January 2007 – May 2009)

- Managed client service and data analytic needs for a client portfolio in excess of 3 million dollars across major brands
- Conducted analytical research into specific business issues in response to market trends and to better understand competitive marketing strategies
- Experienced in presenting analytic reports to senior level management and sales/marketing personnel
- Researched industry behavior to advise on emerging products and trends within respective categories
- Developed and maintained excellent relationships among client contacts

Information Resources, Inc. (IRI)

Client Solutions Project Manager – On-Site at Anheuser Busch (June 2005 – January 2007)

- Supported 35 sales and marketing personnel through weekly, monthly and ad-hoc analysis
- Participated in developing strategies to increase brand awareness and category development
- Consulted on projects concerning competitive analysis, price planning and shelf space management
- Tracked Beer, Wine and Spirits industry to recognize emerging trends
- Optimized sales and growth for client by identifying brand and package opportunities in key retail chains

EDUCATION

Xavier University

Master of Business Administration, December 2007

University of Dayton

Bachelor of Marketing, August 2003