

# PATRICK OTTEN

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## Professional Experience

### Eternal Water |

#### **Vice President, National Accounts | Western United States (August 2017 – Present)**

- Directly manage sales and administrative functions for 7 Albertsons/Safeway divisions, 9 Kroger divisions, Raley's, Save Mart/Lucky & Haggen.
- Safeway 52-week sales growth at 32.2%.
- Kroger legacy banners 52-week sales growth: Fred Meyer's +24.7%, Ralph's +73.6 & Fry's +185.4%.
- Raley's 52-week sales growth at 88.6%, Save Mart 52-week growth at 19.2% and Lucky's 52-week growth at 37.1%
- Co-Manage the Natural Channel through PMI/DPI while also managing the relationship with KeHE and UNFI. I also rebuilt our channel pricing model and Go to Market strategy for this channel.
- Create, maintain and implement chain programming calendars and support documents of which I developed and implemented company wide.
- Instituted new DSD pricing models to chain customers in the western region
- Designed reimbursement templates, accounting protocol and guidelines for all chain programming billbacks
- Collaborate with Regional sales managers to implement strategies to ensure execution and growth

### Rockstar Energy Drink |

#### **Vice President Sales and Regional Accounts: Oregon/Washington/Idaho/Alaska (2010-2017)**

- Led the country in incremental sales growth 5 consecutive years: 2011 (+26.1%), 2012 (+20.7%), 2013 (+9.9%), 2014 (+8.8%) and 2015 (+9.9%).
- Managed sixteen distributors and all regional accounts in the Pacific Northwest and Alaska, working closely with upper management to successfully execute sales and marketing initiatives and reach company sales goals.
- Develop and maintain sales planning and promotional calendars
- Successfully launched 50 innovation items in four years that added \$15,900,000 in incremental gross profits
- Directly manage 1 Regional Manager, 3 area managers, 12 field sales representatives and 2 hybrid samples/sales representatives
- Responsible for \$80,000,000 per year in gross sales and a local marketing budget of \$5,000,000.

### Hansens Beverage/Monster Energy |

#### **National Account Manager: Oregon/Washington/Idaho/Utah/Colorado (2008-2010)**

- Exceeded company sales goals by 12% while coming in under budget
- Called on 20 key accounts including Albertson's Intermountain, Smith's, Fred Meyer, King Sooper's, Maverik, Plaid Pantry and Jackson's.
- Analyze and identify trends and opportunities from Nielsen's data to develop and managed sales promotional calendar and sales budgets

#### **Regional Sales Manager: Oregon/Idaho/Montana (2004 – 2008)**

- Managed distributor relations and execution in grocery and convenience channels
- Developed, tracked and analyzed distributor monthly sales programs and incentives
- Managed the launch of twenty-seven new products to market

## Additional Skills

- **Microsoft Office, Margin Minder, VIP-IDIG, AC Nielsen Presentation Builder, Spins/IRI, KeHE connect, One World Sync, ClaimTraxx (Kroger dispute resolution).**