

# PATRICK M. EGAN

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**PROFILE:** Results oriented category management professional with experience across multiple CPG retailers, channels and categories. Consistently exceeds performance goals by capitalizing on 12 years of corporate and field experience as well as completion of M.B.A.

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## PROFESSIONAL EXPERIENCE

### **Ste. Michelle Wine Estates**

Seattle, WA

#### **Senior Category Manager (October 2017 – Present)**

- Manage and develop category management team
- 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

### **Ste. Michelle Wine Estates**

Seattle, WA

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

- Assist in development and roll out of category management team within organization
- 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)**

Seattle, WA

#### **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)**

Seattle, WA

#### **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
- Identify category opportunities for both Starbucks and retailer success
- Develop optimal assortment and distribution strategies by brand

### **Anheuser-Busch InBev**

Seattle, WA

#### **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

- Created foundation and received opportunity to promote role into director of category leadership
- Developed total alcohol beverage analysis and strategy
- Performed comprehensive category deep dive analysis
- 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
- Identified category trends based on syndicated and consumer data
- Presented key findings to both internal and external senior management
- Fostered and increase industry knowledge of category management team
- Created and implement action plans to meet and exceed assigned goals

#### **Anheuser-Busch InBev**

Seattle, WA

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

- Increased category captainships by 16% among regional accounts
- Directed space management team
- Increased portfolio distribution by 5% in top 10 accounts in 2012
- Analyzed data to understand the consumer and their path to purchase
- Developed monthly sales review top line presentation for senior management to track performance and targets
- Experienced working with large and small retailers across all channels
- Performed as interim Key Account Manager for major regional grocery chains
- Developed actionable insights for a variety of business issues
- 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
- Utilized various data sources including IRI, dunnhumby, MarketTrack, Guest Metrics and Spectra
- Tracked and analyzed total store categories to identify emerging CPG trends

#### **Information Resources, Inc. (IRI)**

Chicago, IL

##### ***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
- Conceived, developed and championed insights for marketplace success
- Focused on innovative ideas and exploring ideas outside of historical norm
- Researched industry behavior in order to advise on emerging products and trends within respective categories
- Developed and maintained excellent relationships among client contacts

#### **Information Resources, Inc. (IRI)**

Overland Park, KS

##### ***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**

*Masters of Business Administration, December 2007*

##### **University of Dayton**

*Bachelor of Marketing, August 2003*