

Neil W. (Bill) Patrick – “A Fresh Approach”

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A FRESH APPROACH

PASSION, PEOPLE, PRODUCT

Doing the Right Thing Isn't Always Easy. But it's Always Right.

OVERVIEW

Corporate; Divisional Vice President, Director or other Senior Management position in Fresh/Perishable, Meat, Seafood, Produce, Deli, HMR, Bakery, Floral, Merchandising and Procurement.

PROFILE

- An executive with an extensive record of accomplishment in areas encompassing, but not limited to: Marketing, Merchandising, Distribution, Buying, Store/Department Layout and Design.
 - Meeting and surpassing company goals and objectives in England, Canada, United States, Puerto Rico and the U.S. Virgin Islands.
 - Ambitious, creative, energetic, hard-working, dedicated, highly motivated and compassionate. Excellent supervisory, marketing, leadership, organizational, managerial skills where "get the job done" on-time and on-budget, is the prime objective.
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ACHIEVEMENTS

Extensive Domestic and International Corporate Experience. Expert managerial skills include:

- Outstanding and proven record for contract negotiations and innovative methods of central buying, combining corporate and divisional, for maximum savings, lowering overall costs and still improving quality of product handled.
 - First to introduce new and innovative marketing programs in Canada and U.S.A., adept at identifying market needs.
 - Known for implementing problem solving, hands on approach while initiating cost effective and productive results.
 - Proven ability to motivate and interact effectively with all levels of staff and management. Adept troubleshooter/problem solver.
 - Strong and effective experience in procurement, distribution, domestic International and working with E.C.R., and D.S.D., programs; etc.
 - Developed unique and dynamic merchandising concepts that proved successful and profitable in International and Ethnic areas; Latin, Italian, French, Jewish, Caribbean, European, etc.
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PROFESSIONAL
EXPERIENCE

Thrifty Foods

Jun 1999 - Sept 2006

Saanichton, British Columbia, Canada

Senior Director, Fresh Operations

Overall responsibilities for merchandising/procurement & branding of Thrifty Foods through fresh procurement for Produce, Deli, HMR, Cheese, Meat, Seafood, Bakery and supplies. Responsibilities included the Produce Distribution Center and the Kitchen Commissary. To differentiate Thrifty Foods with Destination Corporate Branding. To achieve and surpass, company goals and objectives. Set up corporate training programs for all fresh/perishable operations.

N.W.P. International

Mar 1997-Jun 1999

Musquodoboit Harbour, Nova Scotia, Canada

President/Consultant

Meat, Seafood, Deli, Bakery and Perishables Consultants.
Import/Export Brokerage

Consultant to:

- Elliot's Bakery, Pompano Beach, Florida
 - Aslanis Seafoods Inc. Quincy, Massachusetts
 - Sunshine Farms, Poultry, Inc. Riviera Beach, Florida
 - Sans Souci Seafoods Limited. Yarmouth, Nova Scotia
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Pueblo/Xtra International, Inc.

1995 - 1997

Carolina, Puerto Rico

Vice-President Perishables, Merchandising/Procurement

Accountable for all gross profit, delivery, pricing and procurement for Meat, Seafood, Produce, Deli, Bakery and Supply Products. With a staff of 23 that will include a Meat, Produce and Deli/Bakery Directors.

To define, articulate, gain support and implement a well thought through merchandising "**Winning Strategy**" that will differentiate Pueblo/Xtra and achieve company objectives. In effect chart a new direction and develop a new plan with the supporting research and economics. With proven skills in staff development and to build a "**Winning Team.**"

Consultant to:

Pueblo International/Xtra Super Food Centers

Pompano Beach, Florida (Corporate Offices)
1994 to 1995

Amigo Food Stores: Store Operations, Perishable Marketing
Merchandising & Procurement. San Juan, Puerto Rico.

Pueblo/Xtra International, Inc.

1990 - 1994

Pompano Beach, Florida (Corporate Offices)

Corporate Vice President of Perishable Operations Merchandising and Procurement

Overall responsibility for the Procurement Merchandising of all Pueblo International, Inc. Perishable Operations in Florida, Puerto Rico and the U.S. Virgin Islands

Implement and uphold corporate policies for 55 Xtra Superfood Centers and Pueblo stores, within the aforementioned trading areas for Perishable Operations

- Elliot's Bakery, Pompano Beach, Florida
- Aslanis Seafoods Inc. Quincy, Massachusetts
- Achieve or surpass corporate goals and objectives.
- Interview, hire, and train staff employees
- Directly supervise 18 buying and merchandising staff and indirectly over 1400 personnel
- Work in close conjunction with our overseas shipping and traffic departments
- Perform similar functions to those described in the following resume positions

Corporate Director of Meat/Seafood, Merchandising & Procurement.

Florida, Puerto Rico and the US Virgin Islands.
1990

Director of Meat/Seafood, Merchandising/Procurement

Florida and the U.S. Virgin Islands
1990

Director of Meat/Seafood, Merchandising/Procurement

Florida Division
1989

A&P - Dominion Food Stores

1985 - 1989

Toronto, Ontario, Canada

Director of Meat/Deli/Seafood Merchandising

Implement and uphold corporate policies for over 90 stores located throughout Ontario.

- Develop innovative merchandising concepts designed to increase sales
- Devise and oversee in-house layouts, special promotional and advertising campaigns
- Conduct research studies to determine consumer needs
- Work in close conjunction with industry boards and suppliers
- Attend trade shows throughout Canada and the U.S.A., to keep abreast of latest trends and changing market conditions
- Interview, hire, and train staff employees
- Supervise, directly and indirectly, over 1500 personnel