

Dominic Patterson

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Summary

- **Leadership Experience:**
 - Sales leadership member at Lindt
 - Led a cross functional team of 32 at Unilever
 - Leading a team of Account Directors at Salesforce
- **Creating Sustainable Growth:**
 - Responsible for £250m P&L at Unilever
 - +16.9% sales growth, halting 5 year trended decline in Asda at Unilever
 - Improved profit by +1,000bps in Ice cream in Sainsburys at Unilever
 - Known for overcoming challenges
- **Driving Strategy & Execution:**
 - Produced UK Convenience review, developing a £47m opportunity for Unilever
 - Proven delivery of share, sales & profit growth in various categories (Food, Drinks, Frozen, Beauty, Impulse), channels (Grocery, Out of Home, Foodservice, DotCom, Wholesale, Convenience) & CG's (GSK, Chicago Pizza, L'Oreal, Lindt, Unilever)
- **Developing Fit for Future Teams & Business:**
 - Developed KAM coaching & feedback programme at Unilever
 - Coached underperforming team to become the fastest growth channel at Lindt
 - Passionate about modernising Selling through process, people & enablement

Experience

JAN 2022 - PRESENT | **Salesforce - Retail, Hospitality & Consumer Goods Lead (Director)**

- Lead the digital practice for managed services engaging CxO level customers & consultancy firms to drive alternative go to market strategies through managed services for digital transformation
- Lead a team of Account Directors across Retail, Consumer Goods, Hospitality, Travel & Transport
- Currently delivering 57.5% of targeted sales, with 145% forecasted by end of year

AUG 2021 - JAN 2022 | **Unilever - Global CD Digital Transformation & Experience Lead (Director)**

OCT 2020 - SEPT 2021 | **Unilever - UKI CD Digital Project & Transformation Lead (Director)**

- Digital transformation & experience strategy for Customer development globally, developing & implementing to all CD user journeys & development of the selling model of the future
- UKI program & transformation management for Customer development across Data & Analytics, Planning, Execution & Strategy delivery, integration, Simplification & Process improvement

JUN 2019 - OCT 2020 | **Unilever - Customer Director, Asda**

SEPT 2018 - AUG 2020 | **Unilever - Customer Director, Sainsbury's**

- Developed the £250m Asda Foods & Refreshment business to be the fastest growing Top 3 multiple 2020 in F&R at +16.9% USG, halting a 5 year trended decline, delivering green share
- Delivered +1,000bps profit improvement in Sainsbury's Ice Cream portfolio utilising NRM Levers through commercial negotiation & data analysis creating future growth platform

AUG 2015 - SEPT 2018 | **Lindt & Sprungli - Business Unit Controller, Wholesale, Distribution, OOH**

- Coached & empowered underperforming team to become the fastest channel driver of growth, improving GP +500bps & OP +180bps through mix, terms & CPI

AUG 2013 - AUG 2015 | **Lindt & Sprungli - Senior National Account Manager, Tesco**

SEPT 2012 - AUG 2013 | **Lindt & Sprungli - National Account Manager, Tesco**

- Only Bars supplier in growth with Tesco at +18.2%, gaining +2.3ppt share MAT 280215 & delivered 15% growth, an incremental +£1.82m Pure Easter sales within a 4 month period vs. declining category

MAR 2010 - SEPT 2012 | **L'Oreal - National Account Manager, Walgreen Boots/Various**

- Reversed trended invoiced sales decline with +17% increase YoY Wholesale groups

JUN 2008 - MAR 2010 | **Northern Foods - National Account Manager, Asda/Morrisons**

- Negotiated Morrie's JBP +7% increase & £1.6m NSV YoY, taking P&L to £6.1m and delivered Asda 20% value share & grew value sales +15%

JAN 2006 - JUN 2008 | **GlaxoSmithKline - Business Development Manager, OOH/Hospitality**

- Regional account management responsible for Lucozade and Ribena consumer business

Education

JAN 2023 - APR 2023

University of Cambridge, Judge Business School - Strategic Thinking for the CXO (Enrolled)

JUN 2020 - JAN 2022

EConsultancy, Digital - CPD Certificate of Ecommerce (Essential, Enhanced & Elite Certificates)

SEPT 2002 - JUN 2005

Leeds Metropolitan Business School, Leeds - BSc (Hons) Accounting & Information Systems

References

Contact details available upon request

- Keith Higgins - Chief Customer Development Officer, Unilever
- Tony Gibney - CEO MEIA, Lindt & Sprungli