

PAT O'TOOLE

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SUMMARY CPG marketing leader with proven success leading eight different billion-dollar brands, global innovation, sales, franchise partnership and customer marketing. Diverse experience in beverages, snacks and food service. Led globally awarded campaigns that garnered five Cannes Gold Lions.

EXPERIENCE

- 2008-Present **PEPSICO- FRITO-LAY NORTH AMERICA AND PEPSICO INTERNATIONAL**
- Chief Marketing Officer- Mountain Dew Portfolio - PepsiCo North America, July 2021-Present** Purchase, NY
Lead North America team for \$7B portfolio of MTN Dew, Kickstart, Sierra Mist and Mug Root Beer
- Led team through 2022 creative strategy and development on Mountain Dew brand. Creative endemic to platforms and targeted Gen Z consumers. Leads portfolio as most effective creative at PepsiCo NA
 - Stood up first 'direct to consumer' offerings of new Flavors *Cake Smash* and *Flamin' Hot* which sold out in less than an hour. Increased first-party data by over 400%, leveraging for ad targeting and insights
 - Partnered with NBA on strategy to build association of MTN Dew as official soft drink of NBA. Actions including ad development & on-ground activation led to 4% increase in affinity with NBA fans.
- Global Vice President of Brand Marketing & Innovation- PepsiCo Beverages, Sept 2019-Present** Dublin, IE
Led global brand teams for MTN Dew, 7UP, Mirinda, global beverage innovation & commercialization
- Led brand, insights and sector leadership teams through development of global repositioning for 7UP, Mountain Dew and Mirinda brands, returning brands to share growth in 15 key markets in 2020
 - Installed new global innovation model and processes to assess, develop and rapidly scale winning innovation within PepsiCo's global franchise beverage system, exceeding \$750MM innovation plan in 2020
 - Forged partnership with world's largest mobile video game, PUBG, to drive Mountain Dew brand salience via in-game placement and activation in 15 countries during C-19 lockdown, driving 7% trademark growth
 - Led global beverages marketing capabilities agenda to increase performance marketing, creative development, media strategy and annual operating plan development proficiency across global markets
- Head of Marketing- Europe & Sub-Saharan Africa, PepsiCo Foodservice, Aug 2018-Sept 2019** London, UK
Created and led team overseeing food and beverage marketing for Foodservice channel in 60+ markets
- Led development of media valuation model for brands in restaurants, as well as custom panel to measure impact on retail share linked to purchase of our products in QSR, driving \$20MM of incremental investment
 - Drove development of 2019 UEFA Champions League Pepsi Max/Lay's consumer activation programs with KFC, Pizza Hut and Subway, giving unique activations in 22 European markets
 - Developed Doritos Nachos expansion strategy across restaurants, stadiums and cinemas in Europe. Leveraged three GTM strategies to drive incremental distribution worth \$25MM incremental sales annually
- Senior Director- Doritos and Cheetos Brands- Frito-Lay North America, Feb 2018-Aug 2018** Plano, TX
Led team of Directors, Managers, and Analysts looking after two iconic US brands with \$5B+ annual sales. Brands ranked as #2 and #7 Gen Z "favorite brands" (regardless of category) by Business Insider
- Developed strategy and gained organizational alignment for launch of Flamin' Hot Doritos. Partnered cross-functionally to remove barriers to launch in seven months. Largest Doritos innovation in 20+ years
 - Led Doritos and Cheetos team through development and alignment on 2019 AOP. Both brands secured additional budget and exceeded plan by more than 12%
 - Oversaw creation of and established culinary partnerships for Cheetos "Flamin' Hot Spot" pop-up restaurant in Los Angeles which sold out in less than three hours and garnered 1B+ media impressions
- Senior Director- Tostitos, Dips and Fritos Brands- Frito-Lay North America, May 2016-Feb 2018** Plano, TX
Led team of Directors, Managers and Analysts responsible for \$3.3B portfolio of category leading brands
- Returned Tostitos brand to share and revenue growth after two years of stagnant performance via portfolio pricing, brand building and merchandising strategy. Annual growth of 5.3% and 2.6% share in 2018
 - Partnered with Uber and MADD on launch of Tostitos 'Party Safe' breathalyzer bag to curb drunk driving during Super Bowl LI. Drove 2.5B media impressions and gave away 30,000 discounted rides. Awarded PR Week 2017 Campaign of the Year and PepsiCo Performance with Purpose Award
 - Led development of Tostitos "Lucky Bags" packaging and TV/Digital campaign that created custom bags and bespoke content for 26 NFL teams to engage football fans. Drove 11-point growth swing in participating markets and winner of 2019 North American Effie effectiveness award

	Brand Director- Cheetos Brand- Frito-Lay North America, April 2014-May 2016	Plano, TX
	<i>Led brand team that exceed plan by double digits for iconic \$2 billion brand in 2015 & 2016</i>	
	<ul style="list-style-type: none"> • Led conception and managed four agencies through launch of 7x Cannes Lion (five gold/two silver) and 2017 Effie winning Cheetos Museum. UGC program garnered 110K unique user submissions, 1.5B media impressions, top Facebook brand engagement program in June 2016, and best sales month in Cheetos history • Partnered with PepsiCo Food Service and Burger King marketing team to launch “Mac n Cheetos” and “Cheetos Chicken Fries” in 2016, driving \$50MM in incremental business and 3B+ media impressions • Developed Chester Cheetah social media strategy for Facebook, Twitter, and Instagram. Recognized as #2 regarded CPG food brand and #28 overall brand in 2015 uberVU Social Media “Love List” 	
	Director - Grocery Channel Shopper Marketing- Frito-Lay North America, Oct 2012-Apr 2014	Plano, TX
	<i>Led team responsible for driving shopper marketing strategies for \$4B grocery channel customer base</i>	
	<ul style="list-style-type: none"> • Led joint business planning for Safeway, Publix and Delhaize, driving more than \$50MM in incremental revenue. FLNA named #1 in “Customer Marketing” across grocery channel in 2013 Advantage survey 	
	Senior Manager- Small Format Shopper Marketing- Frito-Lay North America, 2011-2012	Plano, TX
	<i>Led marketing team for \$1.3B customer base including Dollar General, 7-11 and Walgreens</i>	
	<ul style="list-style-type: none"> • Coordinated PepsiCo and Frito-Lay teams to develop joint business plan for our 4th largest customer, Dollar General. Drove \$15MM incremental revenue; named Dollar General Marketing Vendor of the Year 	
	Group Brand Manager- Convenience Food Brands- Frito-Lay North America, 2010- 2011	Plano, TX
	<i>Led \$400MM portfolio of Frito-Lay cookie, cracker, beef jerky, nuts, and seeds businesses</i>	
	<ul style="list-style-type: none"> • Directed re-branding of nut portfolio and refresh of Matador Beef Jerky and Grandma’s Cookie brands to increase target consumer relevance and drove 14% growth in 2011 	
	Marketing Manager- Kroger Shopper Marketing- Frito-Lay North America, 2009-2010	Plano, TX
	<ul style="list-style-type: none"> • Leveraged loyalty card data to develop product mix and promotion strategy based on store shopper profile. Lift for both Frito-Lay and PepsiCo beverages exceeded 30% over 2009 promotions 	
	Associate Brand Manager- Premium Innovation- Frito-Lay North America, 2008-2009	Plano, TX
	<ul style="list-style-type: none"> • Led Baked Lay’s SW Ranch launch, most successful Frito-Lay innovation of 2009 (140% to plan) 	
2001-2008	GENERAL ELECTRIC COMPANY- GE PLASTICS	
	Marketing Industry Manager, 2007-2008	Dallas, TX/Pittsfield, MA
	<ul style="list-style-type: none"> • Led marketing strategy for emerging company presence in healthcare device industry 	
	Product Marketing Manager, 2003-2008	Dallas, TX
	<ul style="list-style-type: none"> • Drove marketing programs with global OEM’s in consumer electronics, telecom, healthcare, and defense 	
	Account Manager, 2002- 2003	El Paso, TX
	<ul style="list-style-type: none"> • Managed GE’s largest volume sales territory globally, managing Hoover, Eureka and Hamilton Beach 	
	Sales Specialist, 2001-2002	St. Louis, MO
	<ul style="list-style-type: none"> • Increased territory revenue by more than 70% in eight months with both new and existing accounts 	
2000-2001	BLACK AND DECKER CORPORATION	
	District Sales Representative, 2001	St. Louis, MO
	<ul style="list-style-type: none"> • Organized field marketing to develop promotions in \$8 million sales territory of 18 Home Depot stores 	
	Field Marketing Representative, 2000-2001	Towson, MD
	<ul style="list-style-type: none"> • Hosted home improvement segment on Baltimore NBC station to promote Black and Decker’s website 	
1999-2000	KOMU-TV (NBC AFFILIATE)	
	Sports Anchor/Reporter/Producer, 1999-2000	Columbia, MO
	<ul style="list-style-type: none"> • Live correspondent for five professional franchises. Freelance at ABC, Fox Sports and The Golf Channel 	
EDUCATION		
2006-2007	SOUTHERN METHODIST UNIVERSITY - COX SCHOOL OF BUSINESS	Dallas, TX
	<ul style="list-style-type: none"> • Professional MBA with concentration in marketing 	
1996-2000	UNIVERSITY OF MISSOURI-COLUMBIA - SCHOOL OF JOURNALISM	Columbia, MO
	<ul style="list-style-type: none"> • Four years on Dean’s List at top ranked journalism school 	

Outside Interests: Independent Director @ US Youth Soccer, marathon runner, wake surfer, international travel, BBQ enthusiast