**Jason Patrick**

Sales Leadership

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**PROFESSIONAL SUMMARY**

Transformative Business Leader with National Account Management, Private Equity, and Multi-Unit Operational experience. Responsible for developing and executing business innovations, operational plans and company programs that drive significant market expansion, KPI improvement, product sales and shareholder engagement. My success is driven by my leadership ability, collaborative approach, strategic acumen, passion for professional development and developing strong relationships with co-workers, business partners, and customers.

**PROFESSIONAL EXPERIENCE**

**Salon Lofts** August 2014 - Present

Atlanta, Georgia ***Vice President of Sales***

Charlotte, North Carolina Salon Lofts is a private-equity-owned and operated (Raymond James Capital), innovative salon Columbus, Ohio suite rental company providing state-of-the-art space, tools, and support to more than 4,000

Independent Salon Owners within more than 165 locations across 10 states and 19 geographic markets.

* Responsible for driving profitable sales and market share growth for Salon Lofts retail locations across all markets. Member of the SL Leadership Team accountable for development of strategic growth plans, delivering P&L objectives, and building organizational capabilities.
* Lead a cross-functional team of 5 Market Directors, 30 Market Leaders and 4 Loft Owner Success Specialists supporting over 165 locations with more than 4,000 Loft Owners.
* Restructured the Field Leadership Team to a regional model with a results driven culture by localizing leadership and adopting an in-market hands on approach.
* Assisted in the negotiation, acquisition, re-branding, and integration of 3 independent competitive chains totaling 17 stores over the last 2 years with 4 new acquisitions totaling 35 additional locations to be closed early 2022.
* Co-developed and negotiated a Rent Rewards program with global product manufacturers providing rent credit to Loft Owners and incremental revenue to Salon Lofts on every dollar spent. Rent Rewards delivered $3.5MM in 2020.
* Developed and executed a National Education platform across 10 states as a recruiting strategy to attract New Loft Owners and maintain licensing requirements for existing Loft Owners.

***Business Achievements 2014 - Present***

* Increased annual sales from $13MM to $65MM
* Increased EBITDA from $2.9MM to $16.6MM (projected) in 2021
* Increased store count from 35 to 166
* Increased occupancy from 75% to 96.5%
* Increased Loft Owner count from 800 to 4,335
* Reduced Turnover from 25% to 18% annually
* 85% New Store Day 1 Occupancy over the last 24 months

**Thirty-One Gifts** May 2013 – August 2014

Columbus, Ohio ***Director, Regional Sales, U.S. and Canada***

***Director, Sales Programs and Implementation***

Responsible for leading a cross functional team to deliver key financial, people, share, and business objectives across the US and Canada. Led the national regionalization of our field business and launch into Canada. Overall responsibility of $900MM in revenue and sales strategy to over 100K independent consultants.

**Beiersdorf, Inc.** June 2011 – May 2013

Bentonville, Arkansas ***Team Lead, Walmart***

Responsible for driving profitable sales and market share growth for Beiersdorf’s portfolio of leading brands across Walmart U.S. and Puerto Rico. Grew revenue by $20MM by collaborating with Walmart and initiating our first JBP partnership and developing and executing a strategic business development plan. Delivered 14% domestic growth across Eucerin and Aquaphor brands by improving shelf position.

**Scotts Miracle Gro-Company** September 2007 – June 2011

Atlanta, Georgia

Bentonville, Arkansas ***Director, Business Development, The Home Depot***

***Director, Business Development, Walmart***

Various national direct customer facing roles responsible for Walmart and The Home Depot. Overall revenue responsibility was $450MM with 90% share of shelf in the fertilizer category. Secured national private label fertilizer contract which lead to an additional $250MM in annual revenue. Executed One-Brand strategy that lead to a POS increase of 45% and share of shelf increase of 33% across all 3,500 Walmart locations.

**Colgate Palmolive** July 2006 – September 2007

Rogers, Arkansas ***National Account Manager, Sam’s Club***

***Category Trade Manager, Walmart***

Various roles within Colgate Palmolive’s Home Care Division with direct customer responsibility. Responsible for delivering over $100MM in topline sales while maintaining trade spend / bottom line budget to ensure profitable growth. Overall Walmart business represented over 40% of Colgate Palmolive’s national revenue.

**PepsiCo, Frito-Lay** July 2001 – July 2006

Sterling Heights, MI ***Senior Key Account Manager, Grocery***

Columbus, OH ***Zone Business Manager***

***Key Account Manager, Dollar***

***District Sales Leader, Large Format***

Various roles with sales and sales operations in the Mid-Ohio Valley Region. Responsible for delivering sales and profit objectives across front line sales and multiple key accounts.

**EDUCATION**

**Master of Business Administration**, Franklin University, Columbus, Ohio

**Bachelor of Science, Business Administration**, Franklin University, Columbus, Ohio