



Patrick M. Kells

LEADER • INNOVATOR • STRATEGIST • CONNECTOR

Education

International Retail Leadership

Business Strategy • Product Development • Operations • Financial Planning

Education

Retail Competencies

Art and Science Thinking • Collaboration and Influence • Communication and Connection •
Design and Desire • High Performance Team Leadership • Key Stakeholder Engagement •
Luxury and Accessibility • Passion and Viral Enthusiasm • Design Concept to Execution •
Vision and Innovation

Education

Retail Experience

Holland America Group

January 2018 to Present

Director, Retail

Santa Clarita, California

- Executive Presence: Work with Princess Cruises, Holland America Line and Seabourn Brand Presidents and executive leadership to develop, communicate and execute a transformational retail strategy. Ambition to Create the Best Retail Guest Experience in the World across Our Portfolio – Better/Best/Ultra-Luxury. Present strategy to Board of Directors as needed.

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- Stewart Financial Growth: Effectively Collaborate with and Engage All Stakeholders to Drive Sustainable Growth
- Product Development & Buying: Drive Internal/External Design and Sourcing of Competitive, Differentiated, High Margin, Superior Quality Merchandise Products Consistent with Retail Brand Essence/Strategy and Guests' Needs including Contract Negotiation and Partner Management.
- Category and Location Planning: Effectively Develop, Implement and Manage Pre-Season and In-Season Assortment, Allocation, Procurement and Product Productivity Plans to Achieve Revenue, Gross Margin Dollar, Inventory Turn and Profit Before Tax.
- Operations: Direction, creation and implementation of store-level performance, product and people plans and initiatives to enable and ensure execution excellence every day without exception.
- Electronic and Social Commerce: Lead Employee, Guest and Social Stores
- Marketing: Drive Capture and Conversion onboard and online
- Concessionaire Director: Guide and govern third party partners to execute with excellence every day
- Team Leadership: Create a performance-driven culture by developing a growth mindset which enables and engages my team delivers sustainable business results and personal fulfillment.
- Store Design and Construction: Direct Design of New Construction and Refurbishments from Concept through Construction. Work with Internal Interiors Team as Well as External Design Firms, Architects and Construction Companies.
- Collaborations: Oprah; Helly Hansen; Land's End; CHANEL; Chico's; Molton Brown; Lincoln Center Stage; B.B. King Blues Club; Rolling Stone; America's Test Kitchen; Rudi's Sel De Mer

The Coca-Cola Company

January 2005 to January 2018

Director, Retail Merchandising
Atlanta, Georgia

- Design Desire: Develop & Execute Retail Guest Experiences Worthy of the World's Most Iconic Brands from Concept Through Execution
- Executive Presence: Present Retail Strategies for Input and Approval to CEO and CMO, Regional Executive Team. Included Disney Top-to-Top Meeting.
- Product Development: Drive Internal/External Design and Sourcing of Competitive, High Margin and Superior Quality Merchandise Products Consistent

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with Coca-Cola's Retail Brand Strategy and Guests' Needs including Contract Negotiation and Partner Management

- **Category and Location Planning:** Effectively Develop, Implement and Manage Pre-Season and In-Season Assortment, Allocation, Procurement and Product Productivity Plans to Achieve Revenue, Gross Margin Dollar, Inventory Turn and Profit Before Tax
- **Visual Merchandising:** Create and Implement In-Store Communication Plans and Concepts Which Are On-Strategy with the Brand Positioning/Design & Top-Line Programs/Product Strategies, Relevant to Marketing Initiatives, Consistently Understood, Efficiently Executed and Effectively Sustained
- **Marketing:** Drive Capture and Conversion Online and In-Store.
- **Operations:** Direction, creation and implementation of store-level performance, product and people plans and initiatives to enable and ensure execution excellence every day without exception.
- **Global Retail Consulting:** Provide Thought Leadership to Regional Offices, Bottlers and Customers Around the World with Store and Product Design and Planning. Airport Bids Included: ATL, LAS, DFW and DXB
- **Store Design and Construction:** Develop and Execute Global Retail Store Strategy; Lead New Store and Refurbishment/Improvement Design Process Including Conceptual Design, Schematic Design and Design Development Phases; Direct New Store and Refurbishment/Improvement Construction; Negotiate Contracts and Leases; Develop Business Case and Achieve Senior Leadership Project Approval; Secure Capital and Operating Expense Funding. Projects Included: Coca-Cola Store Orlando, Las Vegas, Atlanta, Atlanta/London/Tokyo Corporate Stores as well as Coca-ColaStore.com
- **Electronic and Social Commerce:** Lead Employee, Guest and Social Stores
- **Collaborations:** will.i.am; Asish; Dolce & Gabbana; Emeco; Jean-Charles de Castelbajac; Marc Jacobs; Cynthia Rowley; Britto; Urban Outfitters; Kith; Colcci; Joyrich; Harrods; Selfridges; Colette; Assouline; SCAD; Emory University; Rio Olympic Pop-Up; zakee sharrif; Art On Demand; YR; DRx; Smart Glass
- **Memberships:** Atlanta Fashion Advisory Board (SCAD); Fashion Group International; National Retail Association
- **Other Positions Held:** Director, Commercialization; Divisional Merchandise Manager

The Walt Disney Company

Oct. 1995 to Jan. 2005

Walt Disney Parks & Resorts Merchandise

Location Planning Manager

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Orlando, Florida

- Propel Downtown Disney Merchandise, February 2003 to January 2005
- Drove Disney Animal Kingdom Merchandise, November 2000 to February 2003
- Together with Operational General Manager, Create, Validate, and Execute Both Long and Short Term Strategic Merchandise Financial, Location and Product Plans to Accomplish Continual Revenue Growth, Increase Capture and Conversion Rate, and Maximize Productivity and Profitability.
- Lead a Planning Team to Achieve Revenue, Per Capita Spending, Gross Profit Percent, Inventory Turnover, Gross Margin Return on Investment, Data Integrity and Logistics Plans – Deliver the Right Product to the Right Place at the Right Time and in the Right Quantity
- Engage Marketing Brand Management as Thought Partner to Position Retail Locations for Optimal Guest Awareness and Increase Visitation
- Develop, Maintain, and Present Rolling 5 Year Financial Plan
- Drive Annual Operating Plan Process to Establish Location Budgets and Monthly Forecasts by Product Category
- Acquire Merchandise Executive Committee Approval for all Strategic Initiatives and Report-Out Results on a Quarterly Basis.
- Execute Merchandise Vision Through Partnerships with: Vice President of Operations, Vice President of Merchandise Strategy, Managers of Concept Development, Managers of Category Planning, Directors of
- Category Product Development, Finance Directors, Walt Disney Imagineering (Engineers), Global Retail Store Development, Marketing Brand Management, Visual Presentation Manager, and Operational General Manager.
- Other Accomplishments and Projects Include: Design and Execution of 9 Store Refurbishments; Vice President of FAMILIES, a Diversity Resource Group; FAMILIES Diversity Resource Group Founding Core Team; Partners in Excellence Selection Committee; Global and Local Diversity Action Team; Toastmasters (Public Speaking) Club, Certified Toastmaster; Location Planning Continuous Improvement Task Force; Lead One Source Team for Merchandise Line of Business; College Program Recruiting; Led Merchandise Systems and Reporting Transitional Task Force; Planning Representative for “Inspiration Station” Concept
- Other Positions Held: Retail Brand Manager; Category Planner; Guest Services Manager

Education

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Education

Master of Business Administration • Florida Atlantic University • Boca Raton, FL
Bachelor of Science, Business Management • Saint Vincent College • Latrobe, PA

More About Me

Myers-Briggs Indicator: ISTJ

CliftonStrengths: Learner; Responsibility; Focus; Futuristic; Strategic