



Andy Patel

Vice President, Client Services

Global CPG and Retail Practice Group

Andy Patel has over two decades of experience in various information management and client services positions. As Vice President of Client Services Andy provides Revenue Growth Optimization solutions, advanced analytics and technology-driven transformation services to large consumer packaged goods (CPG) companies. He is a subject-matter expert in the area of Category Management including Assortment Analytics, Pricing Analytics & Trade Promotion Optimization. Key amongst his skills and practice area is the translation of advanced analytics and insights into actionable recommendations that Enterra clients can clearly understand and implement in the marketplace.



Andy joined the Enterra team from a Senior Manager position at Unilever, where he provided global information and analytics services. In that position, he developed post-event analytics and trade promotion optimization capabilities and led the implementation team for a global Net Revenue Management system.

Prior to that position, he served in a number of capacities with Unilever, including as a Director for Information Management Excellence, Customer Development, and Marketing in the company's Business Excellence Services Department. Prior to that he was Manager in Unilever's America's Customer Development finance organization. Other positions held at Unilever included: Manager of Business Capabilities for Unilever (North America); Director of Customer E-Business for Unilever Global Customer Development; Manager for E-Business for Unilever (North America); Category Development Manager for Unilever Bestfoods; and Sales Analyst for Syndicated Research at Unilever Lipton. Mr. Patel began his career with Information Resources, Inc., as an Assistant Project Manager for Bayer Consumer Care.

Mr. Patel earned a Bachelor's Degree in Business Administration, Accounting, and Information Systems from the University of Massachusetts at Amherst.

His business-related software competencies include Big Data Management (Microsoft Office); Project Management (Microsoft Power BI); Syndicated Data/POS Data (Tableau); Shopper Loyalty Data (Sequel); Category Management (Python); and Process Improvement.