Patrick Rice

DIRECTOR, PRODUCT MANAGEMENT | ENTERPRISE PLATFORMS

patrickrice.com | patrick@patrickrice.com | linkedin.com/in/prdotc

Product leader with 20+ years of experience shaping enterprise platforms across global commerce, product data, manufacturing, and supply chain operations. Build product teams, co-lead complex transformations, and present technology investments to executive stakeholders.

SCALE & OUTCOMES

1,500 platform users | 10M products / 80M items | >60% faster product-change workflow | On-demand order SLA: 10 to 6 days

PROFESSIONAL EXPERIENCE

FANATICS - Director, Product Management

2020 - Present

Lead enterprise product strategy across commerce, product lifecycle, manufacturing, and system integration. Have managed up to five direct-report product managers, including hiring, coaching, promotions and team redesign.

GLOBAL PLATFORM TRANSFORMATION

Co-led strategy and global rollout of Home Plate, a unified PLM platform supporting 1,500 users, 10 million products and 80 million items. Unified core buying, development and catalog workflows, replacing three legacy systems across North America, international markets and Japan.

EXECUTIVE INVESTMENT LEADERSHIP

Led RFP, vendor evaluation and business case for Fanatics' first manufacturing execution system. Personally presented the platform recommendation to the CEO and secured approval for a multimillion-dollar investment; currently leading product strategy and a two-press live pilot.

PRODUCT ORGANIZATION LEADERSHIP

Recruited, coached, promoted and managed product managers across teams of up to five direct reports. Reorganized responsibilities and strengthened product management practices as enterprise priorities evolved.

ERP MODERNIZATION

One of three key ARENA transformation workstream leads, owning Work Orders integration. Drive product requirements, data modeling and cross-system planning to modernize manufacturing operations and ERP/finance connectivity.

OPERATIONAL EFFICIENCY

Helped reduce international product-change processing from more than 120 minutes to under 45 minutes (over 60% faster) and eliminated manual catalog maintenance.

MADE-TO-ORDER MANUFACTURING

Delivered on-demand jersey production capabilities that reduced order SLAs from 10 to 6 days; an associated business case projects approximately $5M in annual cost-of-goods benefits, not realized savings.

GLOBAL PRODUCT INFRASTRUCTURE

Contributed to Atlas V3 product data and pricing modernization, including multilingual processing of approximately 3 million catalog line items in under two hours.

ROBOTIC PICKING EVALUATION

Led launch and evaluation of robotic bulk picking against operating requirements. The business case projected more than $1M in annual savings, but actual throughput did not support scaling the solution.

FANATICS - Senior Product Manager

2016 - 2020

ENTERPRISE PRODUCT INFORMATION
Led PIM vendor selection and master data initiatives to standardize product, merchandising and sports-data hierarchies.

GLOBAL ASSORTMENT DATA
Unified online and retail assortment data to support catalog operations, buying and international commerce.

SPORTS DATA AUTOMATION
Delivered automated professional and collegiate sports-data ingestion for merchandising, marketing and analytics.

Recognition: Fanatics Key Contributor, 2020.

EARLIER EXPERIENCE

TEA COLLECTION - E-commerce Product Manager

2014 - 2016

Owned e-commerce roadmaps across mobile shopping, site merchandising, search and customer experience. Led product setup automation, testing and platform modernization for a direct-to-consumer retail business.

POPSUGAR / SHOPSTYLE - Product Manager

2012 - 2013

Managed product initiatives for a global fashion discovery and affiliate commerce platform, including mobile apps, site search, internationalization and customer engagement.

MACYS.COM - Product Management & Digital Commerce

2005 - 2012

Progressed through six roles, culminating in Manager, Product Management. Managed teams and enterprise application roadmaps spanning PIM, search, navigation, omnichannel commerce and agile delivery. Earlier, defined requirements to migrate approximately 70,000 customer gift registries.

EDUCATION

AUBURN UNIVERSITY - B.S., Business Administration

2005

Webmaster & Columnist, The Auburn Plainsman.

CERTIFICATIONS

Certified Scrum Professional (CSP) | Certified Scrum Product Owner (CSPO) | Certified ScrumMaster (CSM)