

Patricia Vekich Waldron

CEO and Founder

Vision First



Smart Business Strategies | Innovative Marketing | Retail and Tech Executive

Patricia leads at the forefront of the intersection of consumers, brands, technology and data. Her 20+ year track record is filled with the stories of companies who have, with her help, differentiated themselves through innovative strategies, solutions, and marketing initiatives.

Here are the facts: technology never sleeps, competition is endless, and only those companies that are willing (and able) to stay ahead of trends will rise to the top. In industries where competition multiplies daily, Patricia has helped organizations make better decisions and investments through her unique combination of domain expertise, strategic insight, and practical innovation.

Patricia has held executive positions in marketing, solution, and business development at esteemed, global organizations including IBM Corporation, Cognos, Lawson Software, Fujitsu and The Pillsbury Company. She also has extensive experience developing partner ecosystems, working with emerging solution partners who provide niche capabilities and innovations.

Patricia is well known for her creative style, leadership and passion for excellence. She has a reputation for forming strong business relationships with clients, partners, press, and analysts around the world, for using her industry, technology and marketing expertise to identify opportunities and create compelling visions, and for bringing them to life.

She is a well-informed and thought-provoking speaker and has presented at global industry events, including World Retail Congress (WRC), Consumer Goods Forum (CGF), Retail Leaders Forum, The Retail Summit and the National Retail Federation (NRF).

She is a Contributing Editor and member of the RetailWire Brain Trust and an Advisory Board Member of The Retail Summit. Patricia also serves on the Board of Directors for Friends of Downtown SD, a registered 501(c)3 non-profit organization committed to the enhancement of San Diego's downtown community. She is also a Welcome Council Member at the San Diego University Club at Symphony Towers.

Available for Advisory Engagements

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Helping you stand out in a crowded market



Even in the most competitive and disruptive environment there are winners and losers. Winners in consumer-facing industries are harnessing the power of technology to understand emerging trends, have unique offerings and connect with customers. We keep our finger on the pulse of the market. We provide advisory services that help companies understand the industry landscape, identify new opportunities and stand out from the crowd.

Clients

Technology Companies | Consultancies | Research and Analyst Firms | Media, Content, Event and Marketing Organizations | Brands, Retailers, Hospitality Businesses

Expertise

Business Strategy

We can help you create relevant strategies, plans and programs that deliver tangible business benefits

- Analyze markets, trends, technologies, opportunity
- Develop differentiated positioning and value proposition
- Define solutions that solve client's most pressing problems
- Design launch and go-to-market plans

Marketing Innovation

We are well known for style and for showing up differently to the market, driving visibility, pipeline, revenue and market share gains

- Review / enhance marketing strategy, messages, positioning
- Conduct ideation sessions
- Create thought-leadership, point-of-view and content
- Evaluate competitive landscape, technology trends

Interim Executive Expertise

We have significant expertise in multiple disciplines where we quickly step in on an interim or project basis senior-level

- Technologies: analytics, commerce, supply chain, ERP, digital transformation, emerging technologies, trends
 - Industries: retail, consumer products, travel
 - Domains: marketing, solution / service development, enablement, competitive analysis, strategic planning
 - Company Profile: domestic, global, enterprise, emerging
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