REJ PATHANIA

Go-to-Market & Retail Data Executive — Special Circumstances Specialist

Revenue Leadership | CPG-to-Retailer Enablement | Product Data Strategy | Co-Founder, BridgeCommAI

Greater Boston • rejindra@gmail.com • linkedin.com/in/rejindra • BridgeComm.ai

EXECUTIVE VALUE

Special Circumstances Specialist — Called in when the standard process has already broken down. Resolves what off-the-shelf tools and standard workflows couldn't.

Revenue & GTM Leader — Builds the pipeline, pricing and channel motion that turns a brand's shelf-ready product into a signed, live retailer listing.

Builder Under Fire — Combat Engineer by training: clears the obstacle, builds what the rest of the unit crosses on. Same instinct now applied to broken frameworks, processes, and data pipelines.

Category Translator — Fluent in both "brand" and "retailer portal" — the two sides of a CPG launch that usually talk past each other.

CORE CAPABILITIES

Revenue & Go-to-Market

Pipeline Development | Channel Strategy | Founder-Led Sales | Customer Success

Retail & CPG Product Data

Retailer Onboarding (Target, Walmart, Amazon) | Product Data Syndication | Data Governance | Retail/Distribution Compliance

SAP & Enterprise Systems

SAP Architecture | SAP Retail | SAP Transformation & Implementation | IT Project & Program Management

Company & Practice Building

Co-Founder Operations | Zero-to-One Execution | Practice & Team Leadership | Client Partnership

EDUCATION

Bachelors, Computer Science & Organizational Psychology — City University of New York, City College

Data Science (10-week bootcamp) — General Assembly

United States Marine Corps — Combat Engineer, MOS 1142

Stuyvesant High School

PROFESSIONAL SUMMARY

Go-to-market and revenue executive with a career built on being the person called in when standard process breaks down. Co-founder and Chief Revenue Officer of BridgeCommAI, where he's rebuilt how CPG brands prepare and submit product data to major retail portals, including Target, Walmart and Amazon. For nearly three decades he's worked at the intersection of product data, enterprise systems and commerce — from the early days of e-commerce at Barnes & Noble.com to guiding Fortune 500 brands through SAP transformations at Capgemini and SAP itself.

Before tech, he served as a Combat Engineer in the US Marine Corps, which taught him that no plan survives first contact and that execution under pressure is what separates outcomes from intentions. That instinct — find the blockage, build the path, leave the unit stronger than it started — now shows up in how he approaches broken frameworks, processes, and data pipelines, and stalled CPG launches: a special-circumstances operator for situations the standard playbook doesn't cover.

SELECTED CAREER HIGHLIGHTS

- Nearly three decades at the intersection of product data, enterprise systems and commerce — from early e-commerce at Barnes & Noble.com to Fortune 500 SAP transformations at Capgemini and SAP itself.
- Co-founded BridgeCommAI, building an AI-assisted, human-reviewed workflow that cuts typical CPG retailer data-onboarding timelines roughly in half.
- Held senior SAP architecture and delivery leadership roles — Chief Architect, Practice Director, SAP Retail Director, and Client Partner — across Capgemini, SAP, Simpla and The Baer Group.
- Supported the Supply Chain Excellence team at Amgen as VP-level Principal Analyst/Architect, driving automation, integration and regulatory compliance across an intercontinental footprint.
- Built and delivered enterprise consulting engagements across Accenture, PwC and Capgemini, spanning Retail, Distribution and Consumer Products sectors.

PROFESSIONAL EXPERIENCE

Chief Revenue Officer & Co-Founder — BridgeCommAI

BridgeCommAI helps small and mid-sized CPG brands submit product data to major retailers, including Target, Walmart and Amazon.

- Co-founded and built the go-to-market function from zero — pricing, positioning and channel strategy for an AI-assisted, human-reviewed data submission workflow.
- Cut typical retailer onboarding timelines roughly in half for brands that have already earned retailer meetings but need to move fast on data.

SAP Transformation & Implementation SME — Capgemini, *United States*

Consumer Products, Retail and Distribution

- Advised Fortune 500 consumer, retail and distribution clients on SAP transformation and implementation strategy.

LANGUAGES

English — Native / Bilingual

Hindi — Elementary

French, Russian, Farsi, Greek — Beginner

DIGITAL PRESENCE

LinkedIn: /in/rejindra

BridgeComm.ai

Principal Analyst/Architect, VP — Simpla, *Greater Los Angeles Area*

- Supported the Supply Chain Excellence team at Amgen at VP level, building solutions designed to endure and adapt beyond standard consulting models.

Client Partner – Strategic Engagements — CenturyLink, *US-West*

- Supported clients in delivering targeted digital experiences and services throughout their ecosystem.

Principal Analyst (Consultant – Intercontinental, Supply Chain, IS, SAP) — Amgen, *United States*

- Delivered business value through automation and integration for Amgen's Intercontinental supply chain and IS teams, achieving compliance with internal standards and new jurisdictional regulations.

Earlier Career

- Senior Account Executive – Delivery Director, Ameri100
- Client Partner, SAP, US-West
- Chief Architect, Simpla, NYC/LA
- Senior Manager – Application Services, Capgemini
- SAP Practice Director, The Baer Group
- Director Solutions Architecture, Steve and Barry's
- SAP Retail Director, Capgemini
- Manager – SAP, Accenture
- SAP Integration Manager, Barnes & Noble.com
- Senior Consultant, PricewaterhouseCoopers