

# TOMPALMER

SALES + MARKETING + MANAGEMENT

## contact

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## Willing to Relocate

## education

**Pace University**

New York, NY

MBA, Marketing

**Clark University**

Worcester, MA

BA, Geography

## summary of qualifications

- + Over 15 years of experience achieving sustained growth in revenue, best in class customer experience and market share as a sales lead, direct and channel sales manager, sales training manager and marketing director
- + Known for effective application of new business sales management approaches and strategic C-Level relationship development practices
- + Productive and persuasive communication skills used to design and deliver winning sales presentations and provide clear guidance to solution support teams
- + Expertise in new business prospecting, proposal preparation, presentations, and virtual account team engagement to maximize sales and customer satisfaction
- + MBA, Marketing (GPA 3.57)

## experience

Design Within Reach, Oxnard, CA 2017 – Present

### Sales Lead

- + Overachieved annual revenue target by 22.6%
- + Opened store and produced \$4.2 million in first year of operation
- + Promoted to Sales Lead from Account Executive within 60 days of start date
- + Coached five Account Executives to increase revenue and deliver best in class customer experience

SmileVector, Woodland Hills, CA 2016 – 2018

### Founder & Lead UX Architect

- + Customer and user experience discovery, concepting, design and testing services
- + Marketing design, consulting, and training services for technology start-up businesses
- + E-commerce conversion rate optimization

Canon Solutions America, Calabasas, CA 2014 – 2016

### Account Executive, Imaging Solutions

- + Won back accounts lost to competitors and saved accounts with expired equipment leases
- + Recognized leader in use of Salesforce.com and Marketo email marketing for prospect nurturing and engagement
- + Prospected, presented and sold imaging technology products

## experience (cont'd)

My Successables, Inc., Malibu, CA

2009 – 2015

### Co-Founder/Marketing Director

- + Produced 25 digital audio programs
- + Prepared and presented business plans to financial institutions for securing over \$100,000 funding for start-up activities
- + Sold marketing service and e-learning support contracts increasing billable hours by 300%
- + Closed and implemented email marketing contracts to businesses operating in the entertainment, professional services, retail and higher education industries
- + Designed, implemented and managed end-to-end e-commerce sales platform including shopping cart functionality and affiliate sales program support systems

Pepperdine University, Los Angeles, CA

2007 – 2009

### Deputy Director, Executive MBA Programs

- + Conducted 200 recruiting interviews with business executives
- + Increased program enrollment by 140%
- + Designed digital marketing assets for personalized communications
- + Designed and presented interactive recruiting seminars

BrainX, Camarillo, CA

2006 – 2007

### Business Development Director (Contract)

- + Sold and implemented \$100,000 in new e-learning contracts
- + Acquired two new major clients: Amgen and The Gallup Organization
- + Designed and implemented B2B sales communication tools including presentation, proposal and project planning documents

B.I. Worldwide, Gardena, CA

2001 – 2006

### Account Executive

- + Sold over \$1 million in new business contracts with Fortune 500 businesses like Jacobs Engineering and Castle & Cooke
- + Promoted to focused sales executive for Southern California Edison
- + Increased billings by 160% through sales of marketing services including: community outreach campaigns, market research and customer service training
- + Recipient of multiple Presidents' Club Awards including the President's Diamond Award (annual sales production over \$5 million at 40% gross margin) and the Key Contributor Award (\$16.4 million consistent sales revenue production over a five-year period)

Xerox, Los Angeles / New York City

1994 – 2001

### Sales Learning Manager, Agent Manager

- + Trained 80 new-hire sales professionals
- + Managed independent sales agents and teams
- + Led a seven-person quality improvement project team