

# TOMPALMER

SALES + MARKETING + MANAGEMENT + DESIGN

## contact

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818.269.8335

## 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 general manager, 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, Vero Beach, FL Jan. 2019 – Present

### General Manager

- + Launched and led a new 25,000 square foot outlet location with a 10 person warehouse and sales team
- + Produced \$175,000/month at over 20% margin
- + Designed and implemented local marketing strategies for leveraging volume transactions while maintaining profitable margins

Design Within Reach, Oxnard, CA 2017 – 2018

### 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

## experience (cont'd)

- 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
- 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 for clients in entertainment, professional services, retail and higher education
  - + 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 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 160% by selling marketing services: community outreach campaigns, market research and customer service training
  - + Recipient: President's Diamond Award (annual sales over \$5 million at 40% gross margin). 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