

DAVID RICHARD PALMER

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EDUCATION

- 1988 **DOCTOR OF PHILOSOPHY**
The Peter F. Drucker Graduate Management Center
Claremont Graduate University
Claremont, California

Dissertation – *Senior Managers and Microcomputers: A Study of Use and Behavior* – focused on evolving information technology and organizational behavior. Paul Gray, Professor and Chair, Information Science selected dissertation for entry in the 1987-88 International Center for Information Technologies' doctoral awards competition.
- 1979 **MASTER OF ARTS**
The Peter F. Drucker Graduate Management Center
Claremont Graduate University
Claremont, California

Majored in Management
- 1976 **MARKETING MANAGEMENT PROGRAM**
University of California, Los Angeles
Los Angeles, California
- 1972 **MASTER OF SCIENCE**
The Wharton School
University of Pennsylvania, Philadelphia, Pennsylvania

Majored in Accounting
- 1971 **MASTER OF BUSINESS ADMINISTRATION**
The Wharton School
University of Pennsylvania, Philadelphia, Pennsylvania

Emphasis in Finance; Thesis: *Real Estate Investment Trusts*: Dean's List
- 1967 **BACHELOR OF ARTS**
Claremont McKenna College, Claremont, California

Dual major: Economics and Accounting; Class President

PROFESSIONAL CREDENTIALS & ORGANIZATIONS

Teaching Credential, State of California
Certified Public Accountant, State of California
Real Estate Broker, State of California
American Marketing Association
American Society for Training and Development
Institute of Management Consultants
National Speakers Association

TEACHING EXPERIENCE

- 1995 to 2001 **UNIVERSITY OF CALIFORNIA, BERKELEY**
Berkeley, California
Adjunct Faculty
Taught three-day seminar on *Competitive Marketing Strategies* in Bangkok, Thailand in conjunction with the University of California, Berkeley Worldwide and the California Management Institute. Similar programs also delivered in Mexico City, Iceland and in Berkeley to visiting Asia/Pacific business executives.
- 1992 to Present **SANTA CLARA UNIVERSITY**
Santa Clara, California
Adjunct Faculty
Teaching MBA courses: Organizational Analysis and Management, Managing Innovation and Technology, and Business Strategy for High-Technology Companies (Capstone).
- 1992 to 1998 **GOLDEN GATE UNIVERSITY**
Los Altos and San Jose, California
Adjunct Assistant Professor
Taught MBA courses: Managerial Analysis and Communications, Marketing Management, Applied Presentation Skills, Manager as Communicator, and Negotiating in Business.
- 1989 to 1993 **DE ANZA COLLEGE**
Cupertino, California
Adjunct Faculty & Consultant
Taught undergraduate courses in Management, Marketing, Accounting, and Finance plus a variety of seminars and workshops. Also completed two major consulting assignments, *Strategic Planning* for the Business & Computer Systems Division and *Marketing Career Programs* for the Dean of Instruction.
- 1990 to 1992 **COLLEGE OF SAN MATEO**
San Mateo, California
Adjunct Faculty
Developed and delivered a variety of management seminars and workshops.

ACADEMIC ADMINISTRATION EXPERIENCE

- 1994 to 1995 **GOLDEN GATE UNIVERSITY**
Los Altos, California
Director, EMBA Program, South Bay
Recruited students for the South Bay's third and fourth cohorts while providing direction and coordination for the first and second cohorts.

PUBLICATIONS

- BOOKS *Marketing Allied Health Educational Programs.* Co-author with Patricia Hassel. Eagle Publishing, 1992.
- Most Managers Don't Know How.* (In progress)
- AUDIO "Sales Success: Mastering Price Negotiations for Sales Professionals"
 Topics-Ent, 2005
- ARTICLES "Don't Make These Selling Mistakes!" Part I
 Advantages, January 2005
- "Don't Make These Selling Mistakes!" Part II
 Advantages, February 2005
- "Strategy vs. Execution: Which Is More Important?"
 TeleTalk Communicator, January 2003
- "Telling vs. Learning: It's Costing You Money!"
 TeleTalk Communicator, December 2002
- "Your Most Expensive Mistake: Hiring the Wrong Person-Part II"
 TeleTalk Communicator, November 2002
- "Your Most Expensive Mistake: Hiring the Wrong Person-Part I"
 TeleTalk Communicator, October 2002
- "Actively Involve Everyone In Order To Turn Your Plan Into Reality"
 TeleTalk Communicator, September 2002
- "Focus Only on Two to Three Key Issues"
 TeleTalk Communicator, August 2002
- "How Do You Get Them All Facing in the Same Direction and Rowing in Unison?"
 TeleTalk Communicator, July 2002
- "How To Increase Enrollment In Vocational & Technical Programs In Eight Steps . . . Without Spending A Lot of Money"
 Community, Technical, and Junior College Journal, April/May, 1992.
- "Three Keys To Effective Sales Management"
 The Business Journal, July 9, 1990.
- "Despite Its Bad Reputation, Employee Training Is A Competitive Necessity"
 San Francisco Business Times, October 30, 1989.

ESSAYS

The Power of Questions

Why Every Client Needs A Business Plan, Why They Don't Have One, And Five Steps To Expand Your Practice By Helping Them

How To Avoid The Biggest Mistake In Client Meetings . . . Or Five Steps To Really Maximize Your Influence With Clients

The Marketing Process Flowchart (An overview tool)

Future Insight: Eleven Life Changing Trends

"People Skills" Books: An Opinionated Listing

Six Weapons of Influence

Amazing Software Products

The Difference Between Marketing & Sales

Internet Resources: An Annotated Listing of 38 Sights

INDUSTRY EXPERIENCE

1992 to Present

CUSTOMER MANUFACTURING GROUP

Santa Clara, California

Partner

The Customer Manufacturing Group is a marketing consulting firm that assists clients in applying manufacturing principles to the marketing and sales process.

1989 to 1992

DAVID PALMER ASSOCIATES

Santa Clara, California

Principal

DAVID PALMER ASSOCIATES was a consulting and research firm committed to increasing clients' sales and profits. Consulting services focused on (1) turning overlooked assets into profits, (2) measuring service quality, and (3) facilitating effective organizational change. Implementation included assisting clients with systematic, day-to-day promotion tactics, taking action on quality issues, and people assessments and training.

1983 to 1989

MICRO POWER SYSTEMS, INC. (Subsidiary of Seiko Instruments)
Santa Clara, California*Senior Vice President, Chief Financial Officer*

Micro Power Systems and its five foreign subsidiaries (\$35 million in sales) design and manufacture semiconductors, both custom and standard linear integrated circuits. Responsible for the finance, accounting, treasury, information systems, human resources, purchasing, safety-security, and export administration teams. Co-founded the European subsidiaries. Chairman of the Board of the Japanese subsidiary and board member of the other subsidiaries. Participated in all Board of Directors, Executive, Compensation, and Audit Committee meetings. Primary interface for Seiko financial involvement. Functioned as acting CEO in his absence. Completed \$19 million in private financing and 90% of the work for an initial public offering. Installed formal planning and budgeting controls, significantly upgraded all information systems, and reduced reporting cycle times.

1981 to 1982

NEW CASTLE FINANCIAL GROUP
Provo, Utah*Vice President, Marketing*

Financial newsletter writer/publisher Howard Ruff co-founded this personal financial planning company start-up. Introduced and marketed personal financial planning services, investments, and products to dealers and consumers through media advertising, direct mail, public seminars, and trade shows. Key product reached \$1 million in first year sales. Managed advertising, public relations, and customer service functions.

1977 to 1981

AVERY INTERNATIONAL – CONSUMER PRODUCTS DIVISION
Pasadena, California*Manager, Business Planning; Senior Product Manager; Product Manager*

R. Stanton Avery founded this *Fortune* 500 company (\$1 billion in sales) that spawned an industry – self-adhesive labels and related products. Conducted primary and secondary market research and wrote formal business plan for new European commercial stationery products joint-venture. Marketing manager for 75% of commercial product line sold through wholesale and retail dealer channels. Sales increased from \$12 to \$18 million in two years. Introduced 62 new products in two years and earned the Point of Purchase Advertising Institute award for new retail store displays.

1974 to 1977

CROWN ZELLERBACH CORPORATION

San Francisco, California

Assistant Product Manager; Senior Financial Analyst

Crown Zellerbach, before its takeover, was a \$3 billion diversified forest products company. Marketed two major consumer brands through wholesale and retail dealer channels: *Nice 'n Soft* bathroom tissue (\$30 million in sales) and *Spill-Mate* paper towels (\$8 million). Developed sales promotions and directed advertising, package design, and market research. Analyzed capital investments, rewrote corporate capital investment manual, and gave seminars on capital investment analysis and policy.

1972 to 1974

DELOITTE & Touche, CPA's

San Francisco, California

Senior Assistant Accountant; Assistant Accountant

Audited 27 public and private companies in 10 industries.

1967 to 1970

UNITED STATES ARMY

First Lieutenant, Airborne Infantry

Battalion Adjutant; Company Executive Officer; Platoon Leader

82nd Airborne Division, Fort Bragg, North Carolina

Received commendation letter from Commanding General.

101st Airborne Division, Republic of Vietnam, Bronze Star