

*Paul Palmer, Jr. II.*

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**OBJECTIVE:** To obtain a university teaching position where I can utilize my strong marketing and management skills to help students learn and excel in the world of business.

**EDUCATION:** **2009 Graduate of the AACSB Bridge Program for Professionally Qualified Faculty**  
Association to Advance Collegiate Schools of Business, June 2009  
Ohio State University, Columbus, Ohio

**Master of Business Administration in Marketing/ International Business, May 1996**  
Indiana University, Bloomington, Indiana

**Bachelor of Science in Mechanical Engineering, May 1989**  
Rose-Hulman Institute of Technology, Terre Haute, Indiana

**EXPERIENCE:** **The American Greetings Company** Cleveland, OH  
7/07 – Present  
*Director, Ethnic Marketing and Diversity Initiative Lead*  
Leading key corporate initiative to drive multicultural and diversity initiatives, reporting directly to the SVP, Sales and Marketing.

- Full responsibility (and P/L accountability) for all business development strategies and programs to build market share with ethnic/multicultural consumers across all major AG business segments, including everyday and seasonal cards.
- Developed business plans and strategies to continue the growth in our core ethnic and African-American businesses, including securing/negotiating new partnerships (Muhammad Ali), which delivered \$ sales growth of +25% vs. YA
- Developed and implementing diversity strategies that support AG's overall business strategy. Working with internal-functional partners (and external partners and suppliers) to integrate diversity into all business practices and processes, including establishing goals, objectives and metrics related to recruitment and retention.
- Have grown diversity hires by +25% to date (+50% at the key manager level), delivered diverse slates for 80%+ of open positions (vs. 30% YA), and increased diversity retention by 75% vs. YA.
- Leading our community outreach program, partnering with local businesses, media outlets and non-profit organizations to drive awareness of AG's diversity commitment and extend corporate resources into the NE Ohio minority communities.
- Developed all aspects our corporate college recruiting and college internship programs for 2008 and 2009, including on site interviewing, program contents, recruiting materials/collaterals and selection/evaluation criteria.

7/05 – 7/07  
*Director, Alternative Greeting Cards*  
Full P&L responsibility for \$150MM+ in revenues and marketing budget of \$10MM+. Responsible for all aspects of high-level business strategies, branding, consumer research/segmentation and product development. Achieved business goals/growth each fiscal yr. Portfolio included Funny, Trend, Religious, Hispanic, Jewish and African-American businesses.

- Managed a team of 15 direct reports, including 5 Product Managers and 10 administrators/analysts.
- Developed business and targeted consumer plan that grew our core ethnic and African-American businesses by 15%, including spearheading all facets of licensing partnership with Ebony Magazine, serving as key business, PR and media lead. Enhanced plan by securing/negotiating strategic partnerships with the Rev. T.D. Jakes and Jennifer Lewis-Hall.
- Led a key corporate initiative that delivered Music/Entertainment and Innovation to our product lines for Fall 2007 and beyond in 50% of normal lead time. Estimated incremental revenue of \$10MM this fiscal.
- Led a key corporate initiative to grow AGs total Humor/Funny business across all BUs ~ \$250MM+ in annual sales. Built cross-functional project/action team, outlined business objectives, developed business/work plan, consumer research plan and gained management alignment to all. The key deliverable was a new product development guide and framework, an ownable, innovative/break-through approach to creating product that resonates with consumers.
- Led strategic expansion of in-bound licensing supporting core Humor business, partnering with TV/Entertainment properties (e.g. Ellen DeGeneres, South Park and Family Guy). Set strategic vision and outlined business needs, while also identifying properties and brands to target for partnerships. Plans drove sales gains +30% vs. YA.
- Made recommendation to executive team, and secured alignment, to spin off Humor as a separate business unit to maximize focus and resources. Move positions AG to take a leadership position in the category.
- **Grand Winner of the 2007 Chairman's Awards for Innovation**
- **Finalist for 2 2007 Chairman's Awards for Innovation, and nominated for a total of 4 2007 Chairman's Awards**

7/03 – 6/05  
**The Hasbro Toy Company** Pawtucket, RI  
*Director (New Channels Group – Warehouse Clubs, Dollar Stores and Specialty Retailers)*  
Developed the strategies and action plans to grow Hasbro sales in emerging retail channels across all business units. Led a key corporate initiative to sell products outside of traditional retail outlets. Charged with profit/loss responsibility.

- Developed the product mix and marketing strategies that grew sales in warehouse clubs, dollar stores and specialty retailers by 150% over three years (+\$60MM).
- Lead multi-functional team of marketers, designers and engineers through fast-paced development process of toys including strategy, initial concepting, design, packaging and production. Also responsible for communication of all strategies and product development plans to Hasbro Far East, as well as outlining required vendor resources.

- Developed and delivered warehouse club plan that grew sales by 120% from 2004 to 2006 (+35MM); included exclusive products, as well as targeted marketing and promotional programs.
- Managed key external relationships; including Lucasfilm, Walt Disney Parks & Resorts, NBA and MLB.

2/02 – 6/03

Sr. *Brand Manager (Star Wars Toy Lines)*

Pawtucket, RI

Managed the brand for E2 movie release, with \$200MM in revenues, \$20+ MM in profit, marketing budget of \$10+ MM. Led many aspects of business; including managing key licensor relationships and communication (Lucasfilm and Walt Disney World), key retail presentations, business planning and tracking. Key accomplishments:

- Developed the Marketing Plan and Retail Programs for “2002 Toy of the Year”, the Interactive R2D2. Plan delivered \$8MM+ in sales, and received recognition from numerous publications and Toy Experts. Program included pre-sell program, highly interactive web-site and streaming video featured on Wal\*Mart.com and TRU.com (Amazon.com).
- Developed and executed the 2002 Hasbro Convention Program, including all aspects of the development of 10,000 sf booth at collector and fan targeted conventions (attended by 130k), on-site consumer programs and events (e.g. created the highly successful SW Giant Blister card – featured on CNN, USA Today and numerous media outlets).
- Delivered strong TV advertising supporting key items in line (e.g. basic figures, lightsabers, etc...) that generated incremental sales lift of 15-20% per week when on air, though out the Summer and Fall 2002.
- Developed promotions and sweepstakes, partnering with strategic partners Lucasfilm and Walt Disney World (via Star Wars Weekends at Disney), that delivered 150K new registered members to CRM database.

4/99 – 1/02

*Brand Manager (Star Wars Toy Lines)*

Cincinnati, OH and Pawtucket, RI

Managed the brand for E1 movie release, with \$400 MM in revenues, \$40+ MM in profit, marketing budget in excess of \$32MM. Developed marketing/promotional plan for 2000 and 2001, key non-movie years. Key accomplishments:

- Led many aspects of business management; including weekly licensor communication, key retail presentations, and business tracking. Gained management alignment to key business and communication strategies and deployed plans.
- Delivered incremental \$2.2MM to Star Wars franchise in 1999 by developing and implementing action plan that corrected product mix issues at retail.
- Delivered 200M+ new members to our Kids’ Club, (incremental \$2MM in sales), by developing and executing the 1999 SW ‘Jedi Wish’ Marketing Campaign, included strong TV copy, plus promotional and merchandising events.
- Developed and implemented the 2000 and 2001 SW ‘Grass Roots’ Marketing Campaign, including a presence at key collector and fan-targeted conventions, various print editorials, and fan focused PR and web-based programs.

8/98 – 3/99

Associate *Marketing Manager (Girls Toys)*

Cincinnati, OH

Managed Girls Toy Lines, with \$60MM+ in total revenues, profit of \$200k (first profit in 7 years) and a \$5+ MM marketing budget. Led the business review and developed marketing/promotional plan for 2000. Key accomplishments:

- Made business profitable for the 1<sup>st</sup> time in 7 years, by tightly managing media and overall brand budgets, recommending the re-allocation of spending to maximize brand media/ communication objectives.
- Re-allocated media and promotional \$’s My Little Pony and Titanic brands to maximize overall brand profitability.
- Minimized inventory risk by identifying product mix issues, and outlined alternative ways to best meet retail demand.

8/96 – 8/98

**The Procter and Gamble Company**

Cincinnati, OH

*Assistant Brand Manager (Puffs Facial Tissues)*

Assisted in the management of a brand with over \$350+ MM in revenues and a marketing budget of \$55+ MM. Brand team delivered record profit of \$45 MM in 1997/98 (+10% vs. PY). Key accomplishments:

- Delivered incremental \$5.0 MM to Puffs franchise in 1996/97 by identifying distribution outages in our Super Premium segment and developing action plan to address.
- Delivered 30% volume growth in Club and Mass channels (\$2.0 MM in incremental profit) in 1998/99 by developing the New Puffs Variety Care bundled pack.
- Led the Marketing Conceptual Initiative by developing and implementing new marketing driven and consumer based opportunities, which resulted in 4 top tertile scoring concepts (including the 2<sup>nd</sup> highest scoring Puffs concept ever) with estimated volume growth of 5% for the brand in 1998/99 (\$1.5 MM in incremental profit).
- Delivered an incremental 20% volume (\$500,000 in incremental profit) in 1997/98 by expanding the Puffs Back-to-School program, developing strong TV copy to drive awareness and purchase.
- Developed business building Radio advertising, which delivered Above Normal Recall scores (via Radio Recall). Gained management alignment to copy strategy and deployed copy nationally.

5/95 – 8/95

**The Procter and Gamble Company**

Cincinnati, OH

*Brand Management Summer Intern (Puffs Facial Tissues)*

Conducted strategic analysis of category and developed action plan to drive volume and profit growth.

- Conducted benchmarking study of package aesthetics and recommended action plan to introduce new graphics.
- Identified key sampling opportunities and executed ski venue sampling program to drive consumer trial.

4/94 – 8/94

**Firestone Industrial Products Company**

Carmel, IN

*Product Engineer (Development)*

Designed new airsprings/suspension products and conducted physical tests to ensure optimal product performance. Led process team to redesign equipment and processes for production of airsprings, improving through-put by 8%.

6/92 – 3/94

*Sales Engineer (Distributor Sales)*

Provided engineering and technical support for the Sales department, with annual sales of \$200MM. Supported key national accounts, and developed products to meet performance needs, resulting in an incremental \$10MM in business.

**Vitro Corporation**

Bloomington, IN

8/91 – 6/92

*QA/Mechanical Engineer* (Field Engineering Support)

Led the technical analysis and support for the AN/SQQ-89 Onboard Training Simulator; established a working baseline for the system and conducted in-depth technical review and cost analysis, resulting in an \$8.8MM savings to the U.S. Navy.

\* *Recipient of Vitro R.A.V.E. (Recognition Award for Vitro Employees)*

6/89 – 7/91

*Mechanical Engineer* (Naval Weapons Applications)

Provided engineering and technical support for the \$2BB AEGIS - electronic warfare systems/microwave tube components project, including designing computer shock simulations, as well as shock and vibration test fixtures.

**HONORS:**

*Grand Winner of the American Greetings 2007 Chairman's Awards for Innovation*, Arthritis Foundation of SW Ohio Board of Trustees – 2000 to 2004; Arthritis Foundation of SW Ohio Special Events Volunteer of the Year – 1999; Fellowship - Consortium for Graduate Study in Management – 1994, Indianapolis Ambassadors, Ambassador of the Month – October 1992.

**ACTIVITIES:**

Indiana University Kelley School of Business Alumni Board of Directors, Clark-Atlanta University MBA Program Advisory Board, Arthritis Foundation, Leukemia Society Team-in-Training participant, United Way volunteer, National Black MBA Association, National Society of Black Engineers, National and Regional Judge for SIFE (Students in Free Enterprise).

**REFERENCES:**

Available upon request.