

DARREN F. PALMET

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- **Accomplished general manager and marketer at range of public and private companies (small to multinational)**
 - **Adept at using analytics to drive success in digital marketing and broad range of go-to-market activities**
 - **Deep expertise and track record in B2C and B2B top-of -funnel lead-generation and nurturing**
 - **Experience in scaling up internal marketing function and agency partners to deliver high-growth objectives**
 - **Collaborative leader adept at partnering with Sales, Finance, Supply Chain, R&D, Revenue Management**
 - **Track record in P&L management, new product development, strategic planning, HR, recruitment, training**
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Experience:

- NOLAN REAL ESTATE SERVICES** Leawood, KS
2019 – Present **Chief Marketing Officer and Head of Business Services**
Lead marketing/sales, human resources, IT, and revenue management for privately held KC-based firm that owns and manages 28 multi-family apartment complexes across seven states (\$1.3 billion in assets under management). Generated \$85 million in revenue, supported by \$29 million in total spending. Member of Executive Leadership Team. Lead team of 12 with 4 direct reports.
- Lead company yearly strategic planning process: objectives and strategies, KPIs, budgets. Grew revenue +3.0% YoY and reduced cost -4.1% YoY.
 - Led content creation for capital investment division, including Offering Memoranda and fund offerings.
 - Drove portfolio-wide occupancy to record high level of 96.1% in 2021 (110bps above competitive set).
 - Drove same store effective rent growth of +3.2% in 2021 (vs. +1.4% for competitors).
 - Delivered incremental revenue of +\$2.6 million & overachieved CAD target \$0.8 million (+20.0% YoY).
 - Improved marketing efficiency metric (cost per lease) to \$355 in 2021 vs. trailing seven quarters of \$430, reducing marketing budget by -15.0% YoY with more efficient lead funnel.
 - Drove industry-leading online portfolio reputation to all-time high (+18.6% above industry norm).
 - Led dissemination of best-practice sales tactics to staff across portfolio that drove sales conversion metric +50bps YoY.
 - Led company re-branding project to consolidate three brand names into one with new logo/style guide.
- PARADIME CONSULTING** Sydney and Kansas City
2018 - 2019 **Marketing & Strategy Consultant**
- Developed philanthropic outreach strategy for non-profit organization with over 1,000 members.
 - Developed strategy and marketing materials for successful \$2 million campus renovation capital appeal.
 - Provided strategic recommendation to increase subscriber base of online language learning course.
 - Provided strategic recommendation to drive sales and distribution for startup beverage company.
 - Led marketing and fundraising efforts for 160-family non-profit sports league.
- CAMPBELL ARNOTT'S** Sydney, Australia
2015 - 2017 **Senior Marketing Director: Capabilities, Health & Well-Being ANZ**
Full P&L responsibility for \$79 million revenue portfolio of three natural/health brands: B2C marketing, trade/customer marketing, promotions, annual strategic planning. Supported by \$10.5 million in total spending. Member of Marketing Leadership Team. Led team of 20 with 5 direct reports in Australia/New Zealand.
- Oversaw creation of Vita-Weat TV/digital campaign and two new core SKUs that grew baseline sales +15.0% and brand penetration +2.3% in declining category.
 - Oversaw creation of Vita-Weat/Cruskits digital and out-of-home communications that scored in the top 25% of database in key metrics of brand bonding and purchase interest.
 - Led a 15-person, cross-functional V8 Taskforce to develop long-term strategies to sustainably defend declining V8 business in ambient juice category. Resulted in +8.3% YoY increase in distribution.
 - Led creation of health & well-being corporate strategy that guided: renovation of existing line, launch of new products, communication with consumers/retailers. Drove baseline revenue growth +3.5% YoY.
 - Led creation and implementation of training of 37 marketing executives across ANZ to grow core competencies. Grew employee satisfaction score +4.2% YoY and reduced turnover -5.8% YoY.
 - Led successful recruitment, hiring and training of three entry-level Marketing Executives.
- PRESTIGE BRANDS, INC.** Tarrytown, NY
2013 - 2014 **Senior Marketing Director: Eye, Ear, Skin Categories**

Full P&L responsibility for \$170 million revenue portfolio of nine brands: B2C marketing, trade/customer marketing, promotions, annual strategic planning. Supported by \$18 million in total spending. Member of Marketing Leadership Team. Led team of 15 with 2 direct reports.

- Drove robust revenue and profit growth on two largest brands:
 - Clear Eyes: +7.6% revenue, +23.2% profit, +40 bps share in H1 2014.
 - Debrox: +10.0% revenue, +8.5% profit, +330 bps share in H1 2014.
- Developed strategic roadmap to position Clear Eyes for future growth, including implementation of new franchise duration claim for 2015 that drove consumer preference.
- Re-launched Triple Action SKU to reach new segment of dryness sufferers who use all-purpose brands.
- Led development and roll-out of internal Marketing Mix Model used company-wide to calculate ROI on marketing spend and drive selection of more efficient tactics. Generated -3.6% efficiency reduction in marketing budget YoY.
- Led integration of Stye and Auro brands into Eye/Ear portfolio since acquisition in Sept. 2014.
- Created and led recruitment program to hire 3 marketers, from Brand Assistant to Sr. Brand Manager.

2011 - 2013

Marketing Director: Household Cleaning Category

Full P&L responsibility for \$92 million revenue portfolio of four brands: B2C marketing, trade/customer marketing, promotions, annual strategic planning. Supported by \$9 million in total spending. Member of Marketing Leadership Team. Led team of 13 with 2 direct reports.

- After 20 straight quarters of decline, grew revenue, share and bottom line in 4 of last 5 quarters:
 - Comet: Drove +2.2% revenue YoY, +23.1% profit YoY.
 - Spic N Span: Drove +10.3% revenue YoY.
- Launched 12 new products that generated \$4.4 million revenue. Partnered with Sales teams to identify opportunities, create sales story and gain distribution in Club, Dollar, Food, Mass:
 - Comet 2X pack for Sam's Club (\$2.0 million revenue).
 - Spic N Span spray and dilutables like Mountain Rose for Dollar/Food (\$1.2 million revenue).
- Initiated several cost-reduction projects that netted \$3.4 million in savings over two years.
- Launched and helped gain distribution for new products that generated incremental \$3.5 million revenue, including Comet Stainless Steel line and Comet 2X Powder and Cream.

UNILEVER BEST FOODS

Englewood Cliffs, NJ

2010 – 2011

Senior Brand Building Manager: Lipton Tea

Full P&L responsibility for \$600 million revenue brand with 50 SKUs: B2C and B2B marketing, trade/customer marketing, promotions, annual strategic planning. Planned and executed \$35 million total budget with four agencies. Led cross-functional team of 18 with 2 direct reports and 2 summer interns.

- Drove revenue growth of +1.0% YoY and share growth of +3.4% YoY in declining category.
- Led go-to-market plan for launch of Lipton Tea & Honey sticks innovation worth \$51 million.
- Developed and sold \$15 million in incremental distribution of innovations (+2.5% YoY revenue increase).
- Led successful Summer 2010 Family Iced Tea digital campaign with consumer promotion overlay, resulting in highest twelve-week dollar share (+1.70ppt) in over a year.
- Initiated successful in-store co-merchandising partnership at Kroger with Pepsi-Lipton Ready-To-Drink business in Summer 2010, delivering +27% increase in EQ sales versus 2009.

2008 - 2010

Brand Development Manager: I Can't Believe It's Not Butter!

- Re-launched \$420 million revenue ICBINB! brand, leading cross-functional team in product reformulation to support "tastes just as good as butter" claim, breakthrough packaging, TV ad:
 - Delivered +9.0% revenue growth in declining category and three separate price increases.
 - TV ad brand and message linkage scored +15% above category norms.
- Led 50-person cross-functional team to remove hydrogenated oils from North American margarine business, increasing baseline sales in declining category +4.5% YoY.
- Developed packaging, TV/Print ads, and in-market activation that delivered +0.8ppt. dollar share growth in 2010. Highly persuasive TV ad scored in top 30% of Foods database in awareness/persuasion.
- Launched Cooking & Baking sticks with TV/Print ads that scored in top 30% of Foods database.
- Managed three direct reports; managed summer interns for 2008 and 2009 (both returned full-time).

2006 – 2008

Senior Shopper Marketing Manager: Spreads and Dressings Categories

- Led successful re-integration of Shopper Marketing function into twenty-seven brand teams and 60+ marketing executive. Realized -5.9% in cost savings YoY on \$42 million budget.
- Developed \$19.0 million in co-marketing programs per year with key retailers for eight brands.
- Developed shopper marketing component of Country Crock's activation partnership with America's Second Harvest charity, delivering +0.90ppt. dollar share growth in 2008.

- Managed one direct report and on-site agency staff of three.

2005 – 2006	UNILEVER HOME & PERSONAL CARE, N.A. Shopper Marketing Manager: Face/Cotton Swabs Categories <ul style="list-style-type: none"> • Developed and executed all shopper marketing for Dove, Pond's and Q-tips with all key retailers. • Successfully developed Dove co-marketing programs to Hispanic consumers. 	Greenwich, CT
2004 – 2005	Senior Associate Brand Development Manager: Snuggle Fabric Conditioner <ul style="list-style-type: none"> • Led global, cross-functional team in all phases of development, marketing and consumer validation of category-changing product that offered best-in-class benefits in a new, unique form. • Developed franchise varianting strategy that provided two-year pipeline of base line extensions. • Launched new dryer sheet with superiority claim vs. Bounce, driving +\$10 million in incremental sales. 	
2003 – 2004	Associate Brand Marketing Manager: Snuggle Fabric Conditioner <ul style="list-style-type: none"> • Led execution of marketing plan with 3 agencies for \$220 million revenue brand with \$55 million support. • Led Hispanic marketing plan that gained incremental distribution & grew share +12% in key markets. • Led Laundry Team cost savings initiative program to save company \$2 million in 2004. 	
2002 – 2003	Associate Brand Marketing Manager: Vaseline Intensive Care Franchise <ul style="list-style-type: none"> • Led implementation of 2003 marketing plan – consumer promotions, PR, digital, shopper marketing. • Led re-launch of Petroleum Jelly & Lip Therapy, including new variants of incremental \$3 million revenue. 	
Summer 2001	Brand Management Intern: Vaseline Intensive Care Franchise <ul style="list-style-type: none"> • Led development of comprehensive initiative to improve brand performance in Mass class of trade. 	
1999 – 2000	EDELMAN PUBLIC RELATIONS WORLDWIDE Senior Account Executive: Georgia-Pacific Paper Products, Worldvision <ul style="list-style-type: none"> • Implemented Health Smart Institute integrated PR campaign, helping grow Sparkle sales +17%. 	New York, NY
1997 – 1998	LOWE & PARTNERS/SMS Account Supervisor: Citibank Credit Cards, ClearBlue and ClearPlan Easy <ul style="list-style-type: none"> • Partnered with brand team to develop program to target and assist consumers at risk for bankruptcy. 	New York, NY
1996 – 1997	Senior Account Executive: Robitussin Cough/Cold line <ul style="list-style-type: none"> • Led development of ads that helped grow Cough Syrup over 50% SOM and grew Cold sales +15%. 	
1995 – 1996	J. WALTER THOMPSON ADVERTISING Account Executive: Boston Market <ul style="list-style-type: none"> • Led development of new TV and radio executions for \$35 million advertising campaign. 	New York, NY
1993 – 1995	Assistant Account Executive: Listerine Mouthwash and Toothpaste, Lubriderm <ul style="list-style-type: none"> • Developed strategic alternatives for competing against Private Label in oral care category. 	
<u>Education:</u>	MIT SLOAN SCHOOL OF MANAGEMENT Executive Education Certificate Digital Marketing Analytics, July 2019	Online
	NEW YORK UNIVERSITY Leonard N. Stern School of Business Master of Business Administration, May 2002; Marketing and Finance Beta Gamma Sigma National Honors VP, Technology and New Media Group; Teaching Assistant: Managing Organizations	New York, NY
	CITY UNIVERSITY OF NEW YORK Graduate Program at City College Master of Fine Arts, Jan. 2008; English and Creative Writing	New York, NY
	CORNELL UNIVERSITY College of Agriculture and Life Sciences Bachelor of Science, May 1993; Business Management and Marketing Dean's List Scholar; Member of Cayuga's Waiters a cappella singing group	Ithaca, NY

References available upon request