

LAWRENCE PALMER

COMMERCIAL & MARKETING STRATEGY · KEY ACCOUNT MANAGEMENT · BUSINESS DEVELOPMENT

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PROFILE

Commercial operator with 10+ years' experience across commercial strategy, marketing, key account management and international growth. Seven years leading the commercial side of Cresco Spreaders, followed by strategic account work in racquet sports and hands-on European market-entry and customer-acquisition projects. Strongest where relationships, commercial judgement and marketing meet — turning an idea into a working route to market.

EXPERIENCE

Faber & Strata / European Commercial Operations

Jan 2026 – Present · Remote · UK / Europe

Independent venture focused on European market entry for non-European product brands.

- Built a European market-entry model for non-European product brands, combining dealer development with the infrastructure required to trade directly across Europe.
- **Designed the operating framework** across 3PL, fiscal representation, VAT, dealer targeting, outreach, CRM, reporting, returns and warranties.

Prime Tennis / Tennis Coach

Sep 2025 – Mar 2026 · Perth, Australia

- **Coached junior and adult programmes while developing Faber & Strata** and maintained direct exposure to the racquet-sports club, coaching and consumer environment.

Spinfire Sport / Strategic Account Manager

Mar 2025 – Sep 2025 · Melbourne, Australia

- **Managed international distributor relationships** for a leading tennis ball-machine brand while supporting retail, product content and customer growth.
- **Built and presented the case for a European operation** covering direct sales, 3PL, fiscal representation, VAT and lithium-battery logistics.

Cresco Spreaders / Commercial Director

Mar 2018 – Mar 2025 · Leicestershire, UK

- Led Cresco's commercial activity as the wider business scaled from approximately £1m turnover in 2020 to £7m+ in 2024/25.
- Managed £1m+ in sales accounts and approximately 10 distributor and private-label relationships across 10 European countries, achieving 100% account retention.
- Owned international pricing and margin structures and negotiated major commercial agreements, including exclusive distribution and private-label arrangements.
- Built the brand and go-to-market engine around a £50k marketing plan, spanning website, content, photography, video, advertising, sales materials and exhibitions.
- Recruited and managed a marketing executive while remaining hands-on across commercial strategy, key accounts, business development and marketing execution.
- Built and managed a pipeline of hundreds of prospects through CRM, developing new distributor relationships across professional amenity and winter maintenance.

Kollectaball / Co-Founder & Brand Manager

May 2015 – Feb 2025 · UK / International · Run alongside Cresco from 2018

- **Built a racquet-sports product brand from concept to international distribution** across product development, identity, marketing, sales and channel development.
- **Managed the international commercial operation** including distributors, purchasing, freight, stock, invoicing and customer relationships.
- **Created the brand's content engine** through tennis videography, social, email and product storytelling for a global audience.

SELECTED COMMERCIAL PROJECTS | 2026

The Grit Garage / Commercial Strategy & Growth

2026 · Leicestershire / Midlands · Independent concept

- **Rebuilt the commercial proposition** from transactional repair services into a subscription-led fleet offer after segmenting the market and testing operational constraints.
- **Modelled pricing and risk** around breakdown frequency, engineer capacity, collection costs and fleet size; developed the positioning, acquisition journey and supporting website.

Comix Engineering / Marketing & Commercial Development

2026 · Leicestershire / Midlands · Commercial project

- Repositioned the business around gritter/salt-spreader, plant and ATV/UTV repair, simplifying the proposition around its strongest service categories.
- **Built the local acquisition system** around the website, Google visibility, reviews and a low-friction WhatsApp quote journey, supported by a six-month growth plan.

SELECTED STRENGTHS

Commercial & Growth: Key Account Management · Business Development · Partnerships · Pricing & Negotiation · GTM Strategy

International: European Market Entry · Distributor / Dealer Development · Channel Management · International Sales

Marketing: Brand Strategy · Customer Acquisition · Positioning · Content & Video · Website / Landing-Page Development

Operations: CRM & Pipeline Management · Commercial Reporting · 3PL / VAT / Fiscal Representation · Offer & Risk Modelling

EDUCATION & DEVELOPMENT

BSc Multimedia Journalism (Communication & Marketing) · Augustana College, Illinois, USA · 2011–2015

LTA Certificate in Coaching Tennis — Levels 1, 2 & 3 · 2018–2022

AAT Accounting — Levels 1 & 2 · 2017

ADDITIONAL

Languages: English (native) · Spanish (working proficiency)

Racquet sports: 20+ years' competitive tennis experience · NCAA First Team All-Conference · tennis and padel coaching experience

Portfolio: LDBPalmer.com — full case studies for Faber & Strata, The Grit Garage, Comix Engineering, racquet sports and international commercial work.