



Tracy-Ann Palmer

Tracy-Ann Palmer has over 15 years experience in international business including operations, sales management, product development and management, divisional marketing and branding, sales training, on-site conference execution, and annual product and financial planning. One of her specialties is building business units in new sectors and geographic regions for corporations.

Tracy-Ann is currently National Partner Marketing Manager for **Salesforce.com**, the worldwide leader in on-demand customer relationship management (CRM) services. In that role, she assists over 50 nationwide Salesforce.com partners to dramatically increase their revenues, by further meeting the needs of a client base of over 38,000 companies and over 900,000 subscribers. In addition, she has been integrally involved with the successful management and execution of DREAMFORCE, Salesforce.com's annual user/partner conference, which attracts over 7,000 attendees each year.

Since January 2006, Tracy-Ann has been the Executive Director of **e2Detroit** and CEO of **Palmer National LLC**. Palmer National LLC's vision is to connect partnerships worldwide to optimize revenue. She assists companies in creating impactful networking opportunities through comprehensive sales, power marketing and global events. The company is actively working on several marketing engagements including the annual and incredibly successful **Midwest Technology Leaders** event, which will take place in May 2008.

Prior to founding Palmer National LLC, Tracy-Ann has had a long and prosperous career with several companies, including Marcus Evans, a global events company. At Marcus Evans, she consistently exceeded quotas both in sales and management objectives. She successfully turned around three major US offices and opened a new division in South Africa. Tracy-Ann was the first female General Manager in North America. She perfected innovative leadership techniques and work environments that resulted in revenues of \$1.8 M in six months with a very small staff. Tracy-Ann is noted by colleagues and analysts for her exceptional leadership and management skills. She is recognized as a leading influential voice in the international sales and management business.

In addition to sales and management, Tracy-Ann is an expert in event planning and marketing. Throughout her career, she has executed over 120 events in 24 different industries across the globe. She has made a science out of every aspect of events including: research and competitive analysis, database creation and maintenance, speaker acquisition, sponsorship sales, securing community partners, delegate registration, website design, event branding and marketing, event management, event budgeting and administration, and event execution maximizing the success and profitability of each event.

Tracy-Ann is a native of South Africa where she received her education in Business Management. She is a successful Trainer and TV Presenter. Her topics include How to Increase Sales, Effective Marketing, Motivation, Influence Strategies, Penetrating New Markets, and Effective Leadership. She currently resides in Southeast Michigan with her husband, Rob where she pursues numerous philanthropic activities and recreational interests. She is Chair of the I-Troy Committee for the Troy Chamber of Commerce, member of Automation Alley's Business Development committee, and Managing Board member and Events Chair for **MCWT** (The Michigan Council for Women in Technology).