ERIC W. PALMER
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PROFESSIONAL SUMMARY

Strategy leader with over 12 years across Kraft Heinz and PIMCO. Most recently Lead, Global Strategy at Kraft Heinz, owning enterprise strategy for nutrition and ESG goals across four global zones and presenting global nutrition and ingredient strategy to the Board and Executive Leadership Team. Earlier led due diligence and delivered buy, build, and partner recommendations to the North America Investment Committee, and launched products across new categories at Primal Kitchen and Springboard. Now an independent Strategy & AI Consultant whose mandates span growth strategy, governance, M&A diligence, and new-category entry.

EXPERIENCE

ERIC PALMER CONSULTING, MINNEAPOLIS, MN **2026 – Present**

Strategy & AI Consultant, 2026 – Present

- Runs an independent strategy and AI practice for large organizations, scoping broad mandates into decidable questions, assembling internal and market evidence, and delivering recommendations that carry their assumptions and the strongest counter-case for a C-suite or board to act on
- Delivers market and opportunity assessments and AI strategy reviews that size where AI creates value, what must be true first, and what it costs to run
- Mandates span growth strategy, governance and risk, M&A diligence and new-category entry, across asset management and consumer packaged goods

THE KRAFT HEINZ COMPANY, CHICAGO, IL **2018 – 2026**

Lead, Global Strategy, 2024 – 2026

- Built, owned, and presented global nutrition and ingredient strategy to the Board and Executive Leadership Team, leading all related communications and driving consistency across regions as the strategic lead for Health & Wellness initiatives
- Owned enterprise strategy for meeting the company's nutrition and ESG goals across all four global zones, partnering with brand teams, the Executive Leadership Team, and Government Affairs to recommend brand plans balancing growth with organization-wide targets, working with regional partners across Europe, Asia, and South America
- Assessed global nutrition and ingredient regulation across all four zones, including shifts in U.S. health policy, aligning the global portfolio and presenting the implications to the Board and Executive Leadership Team
- Developed and implemented a global governance strategy, including a comprehensive risk framework, to ensure all products meet guidelines, support nutrition targets, minimize risk, drive growth, and align with brand strategy
- Architected and executed comprehensive, multi-year growth strategies for the Health & Wellness division, projected to generate $3B in incremental sales by 2030 through new product development, market expansion, and portfolio optimization
- Led global Health & Wellness external communications and strategic outreach initiatives, cultivating high-value partnerships and identifying acquisition targets sized to expand the portfolio by over $300MM
- Pioneered and championed a data-driven approach for identifying and evaluating M&A opportunities, developing a prioritized pipeline of 10+ potential targets that directly align with Kraft Heinz's long-term Health & Wellness growth objectives

Senior Manager, M&A Strategy & Partnerships, 2022 – 2024

- Led comprehensive due diligence and delivered strategic buy, build, and partner recommendations to the North America Investment Committee, achieving Executive Leadership Team alignment on four high-impact acquisition targets
- Owned the strategic inputs that drive valuation, building the growth, synergy and positioning assumptions behind Corporate Development's DCF and comparables models for each diligenced target
- Sourced, structured, and negotiated a strategic partnership with a $1B+ brand to enter a new product category, serving as liaison between both companies' executive teams and generating over $100MM in incremental sales in its first year
- Conducted in-depth market research and established enterprise-wide B2B partnerships across manufacturing, ingredient, and supply chain sectors, driving $50MM in incremental sales during the first 12 months
- Built relationships with 50+ founders to develop a pipeline of M&A targets, tracking companies to growth thresholds so Kraft Heinz was first in line, often ahead of any sale process

- Built an end-to-end M&A integration playbook for acquiring smaller brands, from a study of how competitors handled integration to best practices and recommendations presented to the C-suite, later used in the restructuring of an acquired European direct-to-consumer brand

Senior Manager, Strategy, Primal Kitchen, 2022

- Spearheaded the strategy and innovation pipeline for a $20MM+ business unit, leading the successful launch of five new offerings that drove 50% YoY sales growth in a new channel and expanded operations into four additional regions
- Synthesized external data into actionable insights, strategic recommendations, competitor analyses, and compelling narratives, developing strategy decks that directly enabled customer sales and supported long-term strategy and business planning
- Led a 5-person team overseeing end-to-end product management and commercialization across 6 manufacturing partnerships

Innovation Manager, Primal Kitchen, 2020 – 2022

- Directed all product development workstreams, launching 10+ products across 5 categories by overseeing strategy, manufacturing due diligence, ingredient sourcing, and sales enablement, driving $10MM+ in incremental annual sales
- Led a 40-member cross-functional team to successfully repatriate manufacturing operations, increasing margins by 60%
- Identified and integrated a new operational facility, increasing organizational capacity and driving a 20%+ reduction in cost of goods sold, supporting broader efficiency and growth objectives
- Negotiated and implemented commodity contracts with strategic suppliers, enabling a 50% YoY increase in product output

Senior Associate Brand Manager, Primal Kitchen, 2019 – 2020

- Conducted in-depth market research and led the launch of 6 products across 3 new categories, overseeing the entire product development lifecycle and generating over $10MM in incremental annual sales while driving market expansion
- Designed and executed a comprehensive post-acquisition integration strategy, aligning cross-functional teams to streamline operations, optimize processes, and achieve significant cost reductions, enhancing organizational efficiency and value capture
- Realized distribution, manufacturing, technology, and sales synergies after the acquisition, including expansion into new channels, as the brand grew 100%+ over three years

Senior Associate Brand Manager, Springboard, 2018 – 2019

- Worked on Kraft Heinz's 2018 acquisition of Primal Kitchen from the Springboard team, then was one of two Kraft Heinz team members sent to integrate and grow the brand
- Spearheaded key initiatives for Kraft Heinz's startup incubator and accelerator programs, pioneering innovative prototyping and scaling methodologies that reduced time-to-market by 30% and enabled faster, more efficient new product launches
- Led a 20-person cross-functional team to launch 4 products in 2 new categories, generating $5MM+ in incremental annual sales while expanding market presence and strengthening the product portfolio

PACIFIC INVESTMENT MANAGEMENT COMPANY (PIMCO), NEWPORT BEACH, CA **2011 – 2016**

Senior Associate, Client Management, 2015 – 2016

- Delivered quarterly performance reports, investment outlooks, and business development strategies to current and prospective Fortune 500 clients, driving a 35% increase in the firm's multibillion-dollar Defined Contribution assets
- Authored quarterly reports on defined contribution trends and recommendations for the Head of Retirement, enabling the design and launch of three new investment products that attracted $150MM in incremental assets within the first year
- Helped run the company's fixed income trading simulation for over 250 clients, prospects, and new hires, providing hands-on experience with trading strategies and strengthening client engagement and onboarding initiatives
- Led a 15-person cross-functional team to develop and implement an internal software application enabling real-time access to over $10B in client account balances and transactions, transforming previously quarterly reporting into instant insights

Associate, Client Management, 2013 – 2015

- Modeled client flow trends and global market risk factors to deliver in-depth revenue and profitability assessments, enabling the Head of Client Management to strategically allocate resources and prioritize business opportunities and initiatives
- Researched global macroeconomic developments and trends, authoring comprehensive quarterly forecasting presentations that equipped executives with actionable insights on investment outlooks and client presentations

- Led analytics training for over 30 Associates, enhancing team analytical capabilities and promoting knowledge sharing

Associate, Client Marketing, 2011 – 2013

- Analyzed market dynamics and partnered with product and portfolio teams to develop marketing materials for 2 new launches, each growing to over $1B in assets within 1 year and significantly strengthening the firm's market position
- Partnered with cross-functional teams to design and deliver a national presentation on inflation trends, engaging clients and consultants representing over $2T in assets under management and advisement, and driving $450MM in new asset inflows

EDUCATION

KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY, EVANSTON, IL **2016 – 2018**

Master of Business Administration

- Leadership roles: Marketing Club, Tour Guide, Intramural Sports, Kellogg Worldwide Experiences & Service Trips
- Internship: OS Fund – Conducted rigorous due diligence and comprehensive market, financial, and operational analyses on prospective investment opportunities, producing 20 detailed investment memos that directly supported 2 Series A investments

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO, CA **2008 – 2011**

Bachelor of Science in Business Administration, Financial Management Concentration

- Accelerated 3-year graduate. Leadership: Financial Management Association
- Internships: PAAMCO – Supported investment research and portfolio analysis for a leading alternative asset management firm; Shopatron – Executed SEO marketing campaigns with key clients to drive online visibility and engagement

ADDITIONAL INFORMATION

- Community involvement: Eagle Scout; mentor with Big Brothers Big Sisters; leader at local homeless shelter; financial literacy instructor for Tools for Tomorrow; event manager for OC Ride for AIDS
- Professional Credentials: CFA Level I (Passed); FINRA Series 7, 63, 3 Exams (Passed)
- Financial modeling and valuation: DCF, comparable companies, precedent transactions (CFA Level I, PIMCO, Kellogg MBA)
- Other Interests & Activities: Macroeconomics aficionado; sports fan; dedicated yogi; advocate for regenerative agriculture