

# **Patrick Palmer**

**Partner at VSA Partners**

Greater Chicago Area, IL, US

Partner & Consumer Marketing Lead at VSA  
Partners

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## **Biography**

Senior-level branding and marketing strategist with 25 years experience in branding, marketing, advertising and consumer research. Industries include: automotive, retail, corporate and public affairs, consumer packaged goods, financial services, consumer durables, professional services, technology, healthcare, sporting goods, hospitality, restaurants.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Consumer Goods, Design, Advertising/Marketing

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## **Areas of Expertise**

Qualitative Research, Storytelling, Strategic Planning

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## **Education**

**Illinois State University**

MS Communication Theory & Research (Social Psychology)

**Illinois Wesleyan University**

BA History / Political Science

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