



Dave Palmer · 3rd

Founder and COO at YogaClub

Rancho Palos Verdes, California · 500+ connections ·

[Contact info](#)



YogaClub



University of East Lo

Experience



Founder

YogaClub

Sep 2016 – Present · 4 yrs 1 mo

YogaClub is a data and technology company, bringing personal curation and mass customization to the activewear market. David led technology, conversion UI/UX testing, retention marketing, logistics, and customer service, bringing leading technology to every face of operations.

- From \$0 to \$13million a year ARR in under 3 years.
- Revolutionized how apparel is designed and developed.
- Increased landing page conversions by 400%

[...see mor](#)



Founder and CEO

Stealth Venture Labs

Mar 2016 – Sep 2017 · 1 yr 7 mos

Playa Vista

David co-founded Stealth Venture Labs to be a new kind of embedded agency. Incentivized by performance goals and equity partnerships, we owned all aspects of marketing operations, achieving phenomenal results for our partners.

[...see mor](#)



Dedicated Media

6 yrs 2 mos

- **CEO**
Jan 2015 – Dec 2015 · 12 mos

- **General Manager**
Nov 2009 – Jan 2015 · 5 yrs 3 mos

Dedicated Media was a growth marketing platform acquired by LIN Digital. Dedicated handled acquisition for some of the biggest brands in the world. We developed technology to optimize media spend and fight advertiser fraud.

[...see mor](#)

VP of Marketing

Venture Commerce

Nov 2007 – Nov 2009 · 2 yrs 1 mo

Venture Commerce was a full-service company that worked with high-end fashion brands. David developed all aspects of the marketing strategy for over 12 major fashion brands. During his tenure, David incubated and launched a daily deal startup called Secretstyle.com, producing incremental profit through the liquidation of excess inventory. David had c

[...see mor](#)



VP of Marketing

Conversion Systems

May 2006 – Nov 2007 · 1 yr 7 mos

David conceived and executed the entire business offering and go to market strategy. Conversion systems was a unique kind of company, offering UI and UX testing services on a performance basis.

[...see mor](#)

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Education



University of East London

BA (hons) Business Studies with Marketing, Business, Management, Marketing, and Related Support Services

1991 – 1995

Thomas Bennett Community College

