MIKE PALMER

ECOMMERCE / DIGITAL TRADING / MARKETPLACE LEADERSHIP

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PROFILE

I'm an ecommerce and marketplace manager with hands-on experience launching Amazon and eBay channels from scratch, growing multichannel sales and managing the commercial and operational activity behind them. At Pyramid International I led a **£3m+ multichannel B2C business** across owned websites and major marketplaces, with responsibility for product selection, merchandising, pricing, marketing, customer service and fulfilment. I've designed, coded and tested Shopify B2B/B2C sites for desktop and mobile, worked with Magento, and used insight to improve online performance. I now lead marketplace trading and expansion for Nemesis Now's giftware range.

SELECTED RESULTS

- **£1m+ ecommerce sales growth** Grew consumer sales to a £3m+ multichannel operation: approximately £2m through Amazon, £750k from Pyramidshop and The Art Group, plus £400k through other marketplaces.
- **Websites built end to end** Designed, coded, developed and tested Pyramid's Shopify B2B/B2C stores for desktop and mobile, covering navigation, functionality and shopping journeys; launched May4th.shop, a Star Wars campaign store developed while working with Disney.
- **Full commercial ownership** Led product ranges, merchandising, campaigns, marketing, customer service and a 10+ person team; expanded international ordering and built a dedicated ecommerce fulfilment operation.

EMPLOYMENT

Marketplace Manager | Nemesis Now — Mar 2026 - Present

- Lead UK and US marketplace trading for Nemesis Now's giftware, with a focus on **product selection, merchandising, advertising, promotional deals and pricing** to improve product visibility, sales and profitability.
- Identify and assess new sales channels suited to the product range, including **Walmart US, Wayfair and Faire**. Manage commercial evaluation, catalogue preparation, stock feeds, partner onboarding and operational requirements.
- Used AI-assisted development to design and build MPDesk, an internal reporting and automation platform integrating Amazon APIs to bring together sales, stock, fees, profitability and inventory data, improving visibility and reducing manual processes.
- Used this visibility to identify material FBA overstock charges and build a stock removal framework; also replaced paper-based warehouse returns with barcode scanning, damage photos and digital evidence for claims.

Key Account Manager | KhooCommerce — Jun 2025 - Feb 2026

- Managed relationships with Amazon Vendor clients, visiting businesses to understand ecommerce, warehouse and system issues. Scoped improvements, worked with developers and led customer implementations and training.
- Identified handwritten carrier collection documents as the weak point in Amazon chargeback disputes; drove development of automated proof-of-collection paperwork. One client used it to challenge charges and save tens of thousands of pounds over a year.
- Helped design automated packing and palletisation using product volume and weight data, then deployed and trained customers including a business with approximately £100m in Amazon Vendor sales.

EMPLOYMENT CONTINUED

Director of Systems | Pyramid International, Leicester Feb 2023 - Jun 2025

- Led digital, ERP and operational improvements across commercial, marketing, finance and warehouse teams. Managed software providers and worked directly with departmental managers to scope, test, launch and embed changes.
- Led the **B2B Shopify website build and enhancements**, from design and navigation to catalogue presentation, ordering features and testing. Added card/PayPal checkout to remove manual payment follow-up and make wholesale ordering easier.
- Made the case to enhance an existing ERP instead of pursuing £800k-£1m replacement quotes; approximately £50k went into new functionality, alongside training and equipment, achieving business objectives at a fraction of the proposed cost.
- Redesigned customer-order processing across multiple teams, replacing repeated manual work with clearer ownership and automation. Introduced repeat-order import mapping for 40% of customers, including every key account, across a 1,000+ customer base.

Head of B2C & Digital Trading | Pyramid International, Leicester Apr 2021 - Feb 2023

- **Grew ecommerce sales by £1m+** while running a £3m+ B2C operation: ~£750k from Pyramidshop and The Art Group websites, ~£400k through other marketplaces and ~£2m from Amazon. Owned product choice, pricing, promotions, profitability, budgets, suppliers and a 10+ person team.
- Personally designed, coded, built and tested the Shopify consumer websites, covering site structure, mobile and desktop journeys, product pages, navigation, checkout testing and merchandising. Created specialist pop-up stores, including the Disney-linked Star Wars May4th.shop.
- Directed all on-site merchandising, seasonal promotions, SEO, Google and Meta advertising, email campaigns and customer service. Used **GA4 and Power BI** to review performance and test improvements, with Salesforce and Zendesk supporting customer operations.
- Launched Amazon and eBay marketplace channels from scratch, then expanded into Tesco, Wayfair, Robert Dyas, TikTok and other channels. Selected and implemented Linnworks to bring together order, stock and dispatch management, while expanding international sales.
- Designed and launched a dedicated B2C warehouse, taking responsibility for the complete fulfilment journey from order receipt to courier handover, increasing operational capacity and improving customer service.

Earlier career | Pyramid International / De Montfort Students' Union Aug 2016 - Apr 2021

- Campus Events Manager at Pyramid: coordinated 400+ events annually across 100+ UK venues and developed an online stock-ordering workflow. Previously Student Projects Coordinator at De Montfort Students' Union, supporting 50+ student-led projects.

FOOTBALL & COMMUNITY LEADERSHIP

- **Founder and organiser, Fitness Football Nuneaton (FFN)** - run weekly 7-a-side sessions and two teams: one competing across the Midlands and a socials side playing local charity and inclusion groups.
- **Founder and lead administrator, Midlands Fitness Football League (MFFL)** - organise the league and designed, built, tested and manage its digital platform and the FFN app. Both are modular, with simple user journeys and delegated admin responsibilities.

ECOMMERCE & DIGITAL CAPABILITIES

Platforms & channels Shopify | Magento | DTC websites | Amazon | eBay | Tesco | Wayfair | Robert Dyas | TikTok | Faire | Linnworks

Trading & marketing Merchandising | Pricing & promotions | SEO | GA4 | Google Ads | Meta Ads | Email/CRM | Mobile UX and conversion testing

Operations & systems Power BI | Advanced Excel | Salesforce | Zendesk | Website development | APIs and integrations | Fulfilment | Supplier management | AI-assisted development | Workflow automation

EDUCATION

BA (Hons) Hospitality & Events Management (2:1) | Manchester Metropolitan University