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Management Team

Wallace Palmer Founder and President

Wally has over 20 years of experience in applied research, building and executing strategic research and marketing tools for clients targeting the consumer and B2B technology market. His background includes managing and conducting all types of quantitative primary research studies.

Wally has also designed and published market research reports for several key IT market segments and is an expert in syndicated research. His considerable accomplishments include the creation of a "goldmine technology tool" that helps IT vendors more accurately identify important markets and potential hardware and software buyers.



Before starting Palmer Research in 2002, Wally was Vice President of Research at the InfoWorld Media Group (an IDG company) where he pioneered a comprehensive suite of research tools for both publishing and editorial constituents. Prior to joining InfoWorld, Wally held senior level sales, marketing and research positions at CapCities-ABC (acquired by Disney in 1995).

Wally is a graduate of Dartmouth College and holds a Bachelor of Arts degree in Economics. In addition, Wally has completed graduate level courses in management, leadership, statistics, and marketing. Having served as an officer in the US Navy, he now resides with his wife in Los Altos, California.

Debra Chin Senior Vice President

Debra is an accomplished marketing professional with over 15 years of experience in strategic planning, research, and marketing programs. Her background includes senior level marketing positions for companies in the consumer packaged goods, telecommunications, and high tech industries.

Debra has experience in managing and executing qualitative and quantitative research studies on the client and agency side for companies such as Pepsi Cola, Sprint PCS, and Pearson Branded.

As Director of Worldwide Marketing for Macrovision's Software Technology Group, her marketing efforts helped to achieve annual sales growth of over 300%. In her position as Vice President of Marketing Programs for Everdream, Debra was responsible for defining and executing marketing programs, communications plans, and demand generation initiatives that led to the Company's acquisition by Dell in late 2007.

Debra holds an MBA from Columbia Business School and a Bachelor of Sciences degree in Economics from the University of Pennsylvania's Wharton School of Business.

Formerly a New York native, Debra now resides in Los Gatos, California.

