



Richard Palmer Biography

Richard Palmer, CEO, d3o™

Richard Palmer's formula for innovation and success draws on elements from his rare and unconventional blend of both scientific and creative pursuits.

Having graduated with a degree in Mechanical Engineering, Richard launched his career at Du Pont, a multi-national chemicals and technology company. Craving the opportunity to tap into his creative side, Richard went on to study design at the Royal College of Art. Through his work Richard worked to combine creative and analytical thinking in a way that complemented each other very well, and this allowed him to pioneer his "design process for innovation", which focused on bringing the "world of what could be" into "the world of what is."

Based on this philosophy, Richard established a successful design consultancy that helped clients stretch the boundaries of their imagination to both conceive and bring products 'of the future' to market. It was during this time that Richard started to experiment with a number of different materials including specifically shear thickening fluids. Richard was convinced that if he could retain the reactivity of these particular fluids, and create an elastic and flexible material, he would have something truly revolutionary. In 2001, as a leap of faith, Richard sold his house and ceased his consultancy business to establish d3o™ lab, which was focused on making this one innovation pathway a significant reality.

Now the CEO of d3o™, the company now works with leading innovators in the sports and personal protection industry including Puma, Quiksilver, and Spyder, to bring protective and shock absorbing solutions to market which allow the athlete to perform to their potential without their protection hindering their freedom of movement.

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