

BILL BELCAMINO

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Litchfield Park, Arizona

Profile

Highly qualified, energetic, technically savvy executive with 25 years of technical leadership and experience in the Internet Advertising, Consumer Software and Computer Hardware Industries. Adept at providing outstanding leadership ability while working on multiple initiatives in a fast-paced, deadline driven environment. Skills include strong industry predictive skills, effective product planning, complex problem solving, strategic business development, technical negotiations, public speaking and employee motivation.

Professional Experience

Building And Systems Engineering Specialist *Nov 2019 - Present*

UPS, Goodyear, AZ

UPS is a multi-billion-dollar corporation focused on the goal of enabling commerce around the globe.

- Engineering lead for the whole BaSE team in the control room, interfacing with the operations team to ensure that every aspect of the Preload Sort is done efficiently, with maximum building uptime.
- Responsibilities include preventive maintenance, corrective maintenance and emergency maintenance of all building and system processes.

Founder and CEO *July 2008 - Present*

Average Idiot LLC Goodyear, AZ

Average Idiot, LLC is the parent company responsible for online marketing and monetization across various niches including dating, supplements, and physical products.

- Demonstrated success as both a Digital and Physical Product Creator.
- Long term success as a Digital and Physical Affiliate Marketer utilizing PPC, eMail Marketing, SEO, YouTube Marketing and Website Monetization.
- Skills with Amazon FBA in both the Retail Arbitrage and Physical Product space.

Vice President of Product Development *Jan 2008 – July 2008*

Director of Product Development *July 2007 – Jan 2008*

Senior Product Manager *Oct 2006 – July 2007*

MIVA Direct, Miva Inc. New York, NY

MIVA Direct is run by an energetic team of creative thinkers with the goal of becoming the largest distributor of free, content-oriented, web-based products that enhance and simplify the web for users worldwide. Primary assets include the ALOT brand of browser toolbars and Screensavers.com.

- Identified credible risks to our previous consumer brand (Starware brand with AdWare and a negative industry perception) and after careful analysis, research and planning conceived, defined and delivered the ALOT brand on schedule to eliminate these risks.
- Lead the strategic and product level roadmap and provided corporate level leadership as the ALOT brand champion.
- Managed the Product Management team, the Art, Creative & User Interface Team, the Content Management team and the Customer Support Team.

- Acted as the single point of contact for communication with Google's Search Network Syndication team and proactively managed all aspects of the \$70M partnership.
- Led the corporate level perception repair with McAfee, Symantec, TRUSTe, CA and credible industry leaders to ensure that our products are in compliance with reputable Antivirus standards.
- Managed the technical and product relationships with Google, Pageflakes, NetVibes, Orbitz, eBay and eMusic.
- Recognized company leader, both respected and trusted by peers and subordinates.

Chief Operating Officer *Sep 2004 – Oct 2006*

Auctiva Inc. *Chico, CA*

Auctiva is a leading developer of online channel management products, and is the #1 eBay third party selling tools solution, the #1 eBay third party buying solution (AuctionSniper.com), and the top eBay affiliate. Auctiva is privately held and has \$20M in revenue with net margin over \$10M. URL: Auctiva.com

- Broad scope of leadership responsibility included: operations, business strategy, marketing, business development, and customer support leadership.
- Grew new online auction management business from inception to over 200k active users and \$20M in annual revenue.
- Motivated and led the company to deliver the largest penetrating channel management solution for eBay sellers.
- Provided technical leadership within all levels of the organization.
- Delivered high quality, professional presentations, radio interviews and speeches.
- Interfaced with external business executives and partners.
- Excellent win-win negotiation skills fostered many business development deals, contracts and partnerships (BuySafe, Authorize.net, Commission Junction, eBay, SELLATHON, U-PIC, Google, WebEx, and Wells Fargo).
- Championed PPC strategy resulting in well over \$1M in annual affiliate profit.

Program Manager *Aug 2002 – Sep 2004*

Hewlett Packard Inc. *Roseville, CA*

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, imaging and printing. URL: HP.com

- Key contributor to the Global Support Operations team, responsible for management of HP Printer product repair suppliers.
- Effectively created, led and delivered an innovative \$3M dollar cost avoidance program.
- Delivered timely repair processes to meet warranty cost avoidance goals, reduce lifetime buy exposure and provide an alternative assembly source to meet company assurance of supply goals.
- Effectively communicated with global partners, suppliers, and engineering teams to ensure that all repair process development requirements were addressed and prioritized.
- Published cross-organizational monthly repair process development roadmaps with detailed project status.
- Corporate Recruiting Team Electrical Engineering lead and new employee mentor.
- Consistently ranked at the top of my peers.

Strategic Supplier Engineer March 1999 – Aug 2002

Hewlett Packard Inc. *Roseville, CA*

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. URL: HP.com

- Provided engineering and commodity expertise to both the electrical design team and the manufacturing customers in meeting divisional cost, quality and time to market goals for strategic memory and microprocessor components.
- Strategically managed the core memory suppliers to ensure manufacturing success throughout the product life cycle.
- Kept abreast of the state-of-the-art technologies, roadmaps and trends within the industry.
- Identified potential risks associated with third party materials and developed contingency plans to ensure lifetime product success.
- Responsible for qualification and development of strategic suppliers.
- Focal point for supplier evaluation, performance monitoring and corrective action for materials used in HP products.
- Minimized cost of assigned material sets by providing engineering solutions to reduce manufacturing cost and eliminate non-value added activities out of the value chain.
- Consistently ranked at the top of my peers.

NPI Product Engineer Jan 1996 – March 1999

Hewlett Packard Inc. *Roseville, CA*

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. URL: HP.com

- Product Engineering Lead for the EIO architecture of print servers for high end HP LaserJet printers. This included creating and meeting complex project schedules, quality and cost targets set by business planning and systems management. Controlled the BOM and represented the manufacturing organization to the cross-functional project management team.
- Provided weekly cross-organizational updates highlighting schedules, action items, deliverables, risks, and dependencies to all development partners.
- Responsible for product level supply chain including the product level structure and the globalization/localization options.
- Excelled at managing multiple complex new product launches both in Singapore and Scotland.

Education

Bachelors of Science - Electrical Engineering, Minor Mathematics – GPA 3.6

California State University Chico, 1995

- Vice President of the Chico Chapter of IEEE.
- Member Eta Kappa Nu (Electrical Engineering Honor Society)
- Member Alpha Phi Omega (Leadership and Service Fraternity)

Testimonials (<https://www.linkedin.com/in/belcamino/>)

Sean Conrad - VP of Engineering, MIVA

Bill's confidence is only surpassed by his abilities. He brings an unheard of level of enthusiasm, pragmatism, and thoroughness to the team. He has the rare ability to consistently deliver results and not skimp on quality, all while keeping one eye on the bigger picture. He is respected both by peers and subordinates, and also presents a charismatic, reliable figure to external partners. In summary, success walks in the door with him. It is very difficult to picture him failing.

Tracy Richman - Senior Product Manager, MIVA

Bill is an exceptional team leader and motivator whose energy and enthusiasm are contagious. At MIVA Bill has juggled many high level projects while managing a large team of employees with fluidity that is rare. He has great effectiveness at turning high level ideas into specific goals and highly successful products and is always looking ahead on how to improve and grow the business. Bill is an exceptional team leader and communicator whose strong business and industry know-how have led to his strong history of success in the field. It's a pleasure to work with such a knowledgeable, highly motivated person who inspires others to step up their game.

Sam Ee - Art Director, MIVA

Bill's attention to detail is a quality that anyone can use in any industry. I'm always surprised at how he is able to catch elements of a product that I believe only people with a trained eye could have seen. But his list of assets has a much wider range. Perseverance and his willingness to constantly learn are just some of the many qualities that make him a great team leader.

John Murch - Product Manager, MIVA

I had the pleasure of working for Bill at Miva Direct. Bill is an outside the box creator who is passionate about building a valuable product while increasing the company's bottom line. He inspires his teammates to work together and get the job done without the politics. Bill is a team leader who has led a large team of employees to become passionate about creating products that are highly valuable and profitable. Bill is a great team player and an essential asset to any organization.

Brian Sanders - Director Of Business Intelligence, MIVA

I truly enjoyed my time working with Bill. He's smart, enthusiastic, and has a great vision of the business and product. He finds ways to connect with people and keeps the office energized, especially during crunch times. One example - Bill and I worked together on a major conversion project for MIVA. The risk was high (approximately 80% of our revenue was affected) and the deadline was tight (3 weeks to switch partners before the old partner turned off our feed). During those 18+ hour days, Bill kept everyone pulling in the same direction with a tireless, upbeat attitude. The result - a successful conversion, an improved product, and a 60% bump in gross revenue.

Ron Chambers - Director of IT Strategy, Ziff Davis Media

Bill is amazing. He seems to have the answer before the question is even finished. Finding someone like Bill who is as intelligent and personable is nearly impossible.

Jeff Schlicht - President and CEO, Auctiva

Bill was a very successful manager and played a key role in customer support, marketing, design, inspiring and motivating other employees. Bill is a take-charge person who finds simple and profitable solutions. He easily conceptualizes new ideas and communicates the benefits.

Cara Ernest - Marketing Director, Auctiva

Bill is an inspiring leader. He is very intuitive and creative when problem-solving and has a very genuine approach to project and people management. He is a very hard worker which helps him motivate those around him. I never expect anything less than greatness from Bill.

Joe Mitchell - Software Development Manager, Auctiva

Executing effective decisions is something I've seen Bill do over and over. Strong leadership is the one thing that Bill brought to the company that was lacking.

Sean Brown - Software Developer, Auctiva

Bill has an uncommon respectful and considerate attitude toward others. He understands workload and the unexpected obstacles that may slow the progress of a given project, but he also motivates.

Farai Melton - Global Logistics Operations Manager, Hewlett Packard

Bill has a great ability to decipher complex ambiguous problems, identify the root sources, develop resolution plans, execute to plan and track results. His methodical approach proved successful within my team and we continue to use his sustaining model to this day, years after his departure.

Cynthia Hirsch - Account Manager, Google

Bill is a pro in the online advertising world!

Tim Hastrup - R&D Lab Functional Manager, Hewlett Packard (Retired)

Bill is a natural innovator. He enjoys trying new things, and he's known for challenging his teams: "Is there a better, smarter way to do this?"