MANUEL B. CAMARENA

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DIRECTOR OF PRODUCT MANAGEMENT ~ DIRECTOR OF PRODUCT DEVELOPMENT

A highly accomplished, intelligent and multi-award-winning Product Management & Development Executive and passionate Business Catalyst with over 16 years of successful industry experience. Uniquely able to generate exceptional results, innovation and offer cost effective, practical and profitable solutions within companies due to expertise in manufacturing, engineering, and customer driven solutions. This is evidenced by seven industry awards, earning credit on four U.S. design patents, a winning record penetrating U.S. and global markets, double-digit growth of revenue and profits, and repeatedly earning highly coveted product placement with high profile customers. A visionary and enthusiastic leader who delivers solutions by aligning technology, the marketplace, customer demand and manufacturing, guaranteeing consistent growth in revenue, profits and market share.

AREAS OF EXPERTISE AND STRENGTH

⬝ Hardware and Software Development ⬝ Marketing Strategy Development and Execution ⬝ Profit & Loss Management

⬝ Product Planning and Forecasting ⬝ Product Strategy Development and Execution ⬝ Product Lifecycle Management

⬝ Product Development and Management ⬝ Project Management/Program Management ⬝ Cost Reduction/Turnarounds

⬝ Market Requirements Documents (MRD) ⬝ Product Requirements Documents (PRD) ⬝ Business Cases & Planning

⬝ Disruptive Technology Implementation ⬝ New Product Development Initiatives (NPD) ⬝ ODM/OEM Material Sourcing

⬝ Six Sigma Process Improvement ⬝ User Interface and User Experience Design ⬝ Build/Buy/Partner Evaluation

⬝ Competitive Intelligence & Research ⬝ Leading Cross-Functional Teams ⬝ Global Product Introduction

MANAGEMENT EXPERIENCE

TOSHIBA AMERICA INFORMATION SYSTEMS INC., Irvine, California 12/2001 – Present

Digital Products Division

**Global Branded Product Development & Management**

Directed a team of Product Managers and Engineers to define and develop new **consumer electronic** products for **high-growth market segments**; helping Toshiba to **become the top supplier in the market**. New product categories included mobile storage products, portable backup solutions, accessories, and personal cloud devices for home networks, smartphones and tablets. Established new product ideas & strategies, long-term development plans & budgets, and lead the development of industrial design & user interface to **create innovative, state of the art, hardware and software solutions**. Created business plans, use cases, product concepts and drove overseas supplier (OEM) selection/qualification. **Identified market opportunities** based on first handanalysis of market research and customer studies, created MRDs and PRDs to enhance existing products and define **new products with unique selling features**.

* New products overachieved on revenue, profit and units; **set records in market share growth** by becoming a **top three supplier** in less than one year, reached **profitability in less than eight months**, and fueled company revenue expansion with **double digit year-over-year growth**.
* Team Player Award(2010), for outstanding contributions to the organization for leading the product management and development team to create a global product line (Americas, EMEA, APAC), **delivering over $420M annually in new profitable revenue**.
* **Architected and implemented a new product development process (NPD/NPI)** to build consensus rapidly on new market/product opportunities, reducing decision making time and mitigating risk, allowing products to be brought to market faster and earn significantly more revenue.
* Six Sigma Superiority Project Award (2009), for optimizing the product design process to **increase profit by $5M**; improved manufacturability, reduced product costsand **accelerated time-to-market by 40%**.
* Six Sigma Superiority Project Award (2008), for redefining the global business process and significantly reducing the time required for business and product planning, **saving over $1.5M annually** in time and labor costs.
* Standing Ovation Award (2007), for the best example of synergistic behavior between different Toshiba divisions. Recognized for the very first successful cross-divisional product that was developed in the U.S. and marketed globally.
* **Customer driven new products and solutions exceeded sales expectations.** Lead customer facing presentations to win business and placement at national retailers including Best Buy, Circuit City, Office Depot, Wal-mart, and Sam’s Club.
* Team Player Award (2007), from Toshiba America Information Systems Inc.for creatingan entirely new global product category that **generated significant new revenue streams**.
* Four (4) United States Patent Awards – Patent Numbers: D641,754 (July 19, 2011), D629,399 (December 21, 2010), D643,427 (September 27, 2010), D578,119 (October 7, 2008). Inventors: Camarena et al.
* **Competitive Intelligence**; we had a new product in development that was close to production, and based on competitive research we found our competition had a much slimmer product due out at the same time. We went back to the drawing board and reconfigured our product to be substantially slimmer in only 30 days, then went into production on equal footing. **By being aware of the external environment and checking on our competition, we were able to save 30% of our revenue in the U.S. Market**.

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TOSHIBA AMERICA INFORMATION SYSTEMS INC. (continued)

Storage Device Division

**Business Development Director**

Joined a newly formed $7M business unit and directed the development of new business opportunities for Toshiba hard drive technology in the **consumer, commercial and industrial markets**. Rapidly promoted to **lead the business unit** with responsibility for **profit & loss management**, marketing programs, product strategy, business plans, identification of target markets/customers, and departmental goals, budgets and forecasts.

* **Quickly grew business unit revenue to $25M** with successful market penetration in personal entertainment, navigation, game consoles, digital video recorders, mobile phones, medical systems, business machines, automotive, home entertainment, and in-flight entertainment.
* General Manager's Award (2006), for creating new business opportunities for a total of **$130M in new revenue** over a five-year period and **becoming the division’s second largest business unit**.
* Certificate of Recognition for Outstanding Performance (2004), awarded by Toshiba Senior Management for **driving 26% growth in year-over-year revenue**.
* Streamlined the international communication process, overcoming multicultural barriers, to quickly build consensus on new business/market opportunities and reducing decision making response time from 5 days to 24 hours.
* Envisioned and created the global product strategy and business plan for Toshiba to enter the highly competitive consumer solutions market and volunteered to lead the product development team.

WESTERN DIGITAL CORPORATION, Lake Forest, California 3/01 – 12/01

*Western Digital is a leading manufacturer of hard disk drives that are used globally in PCs and external hard drives.*

**Retail Marketing Manager**

Drove marketing and product development strategy for the $150M retail business unit. Direct profit and loss accountability, directed product design/development, MRD/PRD creation and created global marketing strategies. Managed $32M marketing budget and lead an international team that exceeded business unit revenue and profit goals.

* Achieved a **30% increase in revenue** by creating a highly effective consumer product line, turning around a breakeven business to a 12% operating profit within seven months.
* Negotiated exclusive retail agreements and exited unfavorable business relationships, leading Western Digital to **become the number one supplier in the retail market**.
* **Increased profit $2M through cost reduction strategies**, outsourcing domestic production, introduced Asian based OEM suppliers, and creating tools to control spending of market development funds.
* Established **worldwide market leadership and set new market trends** by collaborating with product engineers to exploit fresh technologies and low-cost performance enhancements, resulting in a 25% increase in product performance.

INFOCUS SYSTEMS INC. (formerly PROXIMA CORPORATION), San Diego, California 2000 – 2001

*Proxima was a manufacturer of digital projectors and projector accessories for the business-to-business market. In 2000, InFocus acquired Proxima and transitioned product management functions to existing InFocus resources.*

**Corporate Product Manager Global Accessories**

Managed the lifecycle of over 200 products with responsibility for profit & loss, forecasting, pricing and promotions; directed product development of MindPath branded remote controls and Proxima soft/hard-sided projector cases. Lead a team to deliver new product solutions based on customer interviews and market research.

* **Increased accessory revenue to $12M**, a **20% year over year improvement** by developing a best-selling key fob presentation remote and expanding projector accessories to include a hard-sided case that could be customized and shipped within 24 hours.
* Established specifications to eliminate duplicate products and improved operational efficiencies to **reduce accessory inventory by 45%** over six months, while facilitating the transition of product management responsibilities to InFocus.
* Created a **risk mitigation plan to avoid significant revenue impact** during market shortage conditions, securing additional inventory of high value replacement parts.

SCHLAGE LOCK COMPANY, A DIVISION OF INGERSOLL-RAND, PLC., Colorado Springs, Colorado 1999 – 2000

*In 1999, Schlage began integrating electronics into residential style deadbolts for the multi-family market.*

**Product Manager Electronic Locks**

Directed a cross-functional team on the development and launch of new electronic access control products. Created the master project schedule and managed the new product development process, ensuring launch was on time and within budget. Communicated project status and requested capital investments through a formal, multi-phased tollgate process.

* Managed outside design resources to develop disruptive technology for implementation into new products, **reducing product development costs by 15%**.
* Optimized project schedule to work on critical path items in parallel, **improving time-to-market by six months** and **recapturing over $10M in lost sales opportunities**.
* Assisted in alpha/beta builds, regulatory testing, managed pilot production runs and participated in FMEA processes.

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WOODS INDUSTRIES, INC., A DIVISION OF COLEMAN CABLE, INC., Carmel, Indiana 1998 – 1999

*Woods Industries is manufacturer of extension cords, surge protectors and related products for consumers and professional contractors. In 1998, Woods secured licensing agreements to develop IBM, Ameritech and Zenith accessories for the consumer market.*

**Product Manager – Computer, Telephone, Audio and Video**

Hired as a Product Specialist and was promptly promoted to Product Manager, responsible for developing and launching the branded accessories program for the retail market.

* Determined product specifications for **600 new products**, managed industrial design and packaging development.
* Collaborated with brand licensing departments of IBM, Ameritech and Zenith to ensure new products capitalized on brand equity and adhered to all branding guidelines.
* Created MRDs, PRDs, marketing and sales collateral, and presented at national retailers, **winning assortments with Wal-Mart, Target, Staples, Home Depot, Best Buy, and Office Max**.
* Qualified new international suppliers, with extensive travel overseas to inspect and audit supplier facilities.

OREK'S ELECTRONICS INC., Walnut, California 1995 – 1998

*Headquartered in Taiwan, with manufacturing facilities in China and Southeast Asia, Orek’s Electronics was an original equipment manufacturer (OEM) and original design manufacturer (ODM) of computer accessories, telephone accessories and audio/video products.*

**OEM Sales and Marketing Manager**

Lead U.S. sales and marketing efforts, acting as the office manager, sales manager and marketing manager. Directed a team of six sales representatives to service and grow a $15M OEM/ODM business.

* **Doubled OEM sales**, adding over **$3M in profit**, and expanding customer base by 45%.
* Traveled extensively with customers to factories in Taiwan, Hong Kong and China.
* Oversaw new product fabrication and assisted with ISO/regulatory certification.
* Personally **designed company catalog** and directed outside agency to **develop company website**.

QUALITY COMPUTER ACCESSORIES, INC., City of Industry, California 1993 – 1995

*Taiwanese based Original equipment manufacturer of computer accessories and peripherals.*

Western Region Sales Manager

UNITRON COMPUTER U.S.A., INC., City of Industry, California 1991 – 1992

*Asian based manufacturer of personal computer hardware.*

Account Executive Dealer Accounts

PROFESSIONAL DEVELOPMENT

⬝ Blackblot Strategic Product Marketing & Management, 280Group ⬝ Blackblot Business & Marketing Planning, 280Group

⬝ Blackblot Procedural Requirements Management, 280Group ⬝ Media Spokesperson Training, Blue Streak Comm.

⬝ **Six Sigma Green Belt**; DMADV & DMAIC Certified Project Leader ⬝ Influencing for Win-Win Outcomes, AchieveGlobal

⬝ Connecting & Communicating with Japanese Colleagues, R. & Assoc. ⬝ Disk Drive Technology, KnowledgeTek Training

⬝ Antitrust Legal Training Seminar, Toshiba America, Inc. ⬝ Export Control & Compliance, Toshiba America, Inc.

EDUCATION

**Bachelor of Science in Business Administration**, UNIVERSITY OF PHOENIX, Phoenix, Arizona

**Electrical Engineering** (Studied full time for three years), CALIFORNIA STATE POLYTECHNIC UNIVERSITY, Pomona, CA

**Technical Diploma** Computer and Electronics Technology, DON BOSCO TECHNICAL INSTITUTE, Rosemead, CA

TECHNICAL STRENGTHS

⬝ Apple Computers and Mac OS ⬝ PCs, Windows OS and Peripherals ⬝ Consumer Electronics

⬝ Hard Disk Drive Technology ⬝ Digital Projection Systems ⬝ Smartphones & Tablets

⬝ Networking (wired/wireless) Technology ⬝ Digital Cameras and Video Cameras / Recorders ⬝ GPS/Navigation Systems

⬝ Microsoft Office Suite ⬝ Advanced Excel and PowerPoint ⬝ Microsoft Visio & Project

⬝⬝⬝Willing and able to travel nationally or internationally as needed to support business objectives. ⬝⬝⬝