

BENJAMIN CAMENKER

Executive Operator | Revenue & Growth Leader | Marketing & Business Development

Huntsville, AL • ben@camenker.com • 407-702-0380 • camenker.com

EXECUTIVE SUMMARY

Operator-executive with 15+ years building, scaling, and monetizing technology, media, marketing, and software businesses - from early-stage startups to global platforms backed by Amazon, Microsoft, and Fortune 100 brands. Proven track record owning P&L, launching revenue engines, negotiating seven-figure partnerships, and leading cross-functional teams through rapid growth, pivots, and acquisitions. Blends strategic leadership with hands-on execution across sales, marketing, operations, product, software, and AI-enabled workflow design.

Core strengths include revenue growth, GTM strategy, executive partnerships, operational scale, product evangelism, revenue systems, agentic AI, and practical technology adoption.

CORE COMPETENCIES

Executive Leadership • P&L Ownership • Revenue & Growth Strategy • Go-to-Market • Strategic Partnerships • Enterprise Sales • Operations & Compliance • Product & Technology Evangelism • Agentic AI & Workflow Automation • Software & Web Development • CRM & Data Architecture • Contract Negotiation • Startup Operations

PROFESSIONAL EXPERIENCE

MELURO — Founder & Principal

Current Venture

Founded an all-in-one software and agentic solutions practice focused on custom websites, business systems, practical AI adoption, and responsible workflow automation.

Designs and delivers custom software, CRM and systems improvements, deployment support, project leadership, and plain-English technology training.

Builds bounded agentic workflows with human review, access controls, and measurable business outcomes.

Impact: Converts ambiguous operating problems into maintainable technical systems and AI-enabled workflows.

SIDEQUEST MEDIA — Co-Founder & Chief Operating Officer

July 2020 – Present

Through SideQuest, represented 1,200+ industry clients and exclusively represented 146 major online creators, including T-Pain, Fextralife, and PirateSoftware, while working with leading names across Twitch, Kick, YouTube, TikTok, and other platforms.

Built and scaled a digital media and talent management agency to 80+ contractors across six continents and millions of dollars in annual recurring revenue, growing to one of the Top 5 agencies on Amazon's Twitch livestreaming platform.

- Owned end-to-end business operations including corporate formation, multi-state / country compliance, finance, HR, contracts, CRM architecture, contractor management, and internal systems
- Designed and executed go-to-market strategy spanning sales, paid media, partnerships, PR, and brand positioning
- Implemented CRM, accounting, and reporting infrastructure to support scalable growth and forecasting
- Led client negotiations, M&A discussions, and executive-level consulting across media, technology, and consumer brands
- Acted as final decision-maker across budget allocation, vendor selection, hiring, and strategic initiatives

Impact: Built a fully operational, compliant, revenue-generating company with lean execution and enterprise-grade processes.

LFG TALENT LLC — Co-Founder & Chief Operating Officer

2019 – 2020

Executive leader for a marketing-focused talent and brand activation startup.

- Led operations, business development, and all commercial contracting
- Designed rate cards, campaign testing frameworks, and performance reporting models
- Owned CRM and CMS architecture as product owner
- Built scalable subcontractor and vendor model to support rapid client growth
- Directed B2B and B2C marketing strategy, logistics, and execution

Impact: Established repeatable revenue operations, reduced deal friction, and positioned the company for scalable growth.

STREAMLABS INC. — Business Development & Sponsorships Manager

March 2019 – September 2019

Key commercial leader during a period of rapid growth and strategic pivot

- Managed negotiations and fulfillment for top-tier partners including Activision, Riot Games, Ubisoft, Uber, AMD, and ASUS
- Built RFP processes, pitch decks, sales funnels, and rate cards for a platform processing \$400M+ in creator revenue
- Co-led procurement and launch of company-wide CRM
- Opened new monetization channels through strategic partnerships and product pivots
- Represented company at E3, TwitchCon, PAX and other major industry events

Impact: Expanded revenue channels and professionalized enterprise sales operations through the company's acquisition by Logitech.

LOOTS GMBH — Senior Acquisitions Manager

September 2018 – March 2019

Led customer acquisition and platform growth across competitive livestream ecosystems.

- Owned acquisition strategy for English-speaking markets across Twitch, YouTube Gaming, Facebook Live, and Mixer
- Managed email automation and segmentation for hundreds of thousands of streamers
- Negotiated CDN contracts with AWS, Azure, Bunny, Cloudflare, and others, optimizing for costs and performance
- Led churn reduction and win-back initiatives

Impact: Reduced acquisition costs while expanding platform reach and retention; owned a custom-platform initiative for a livestreaming network.

MAQ SOFTWARE / MICROSOFT — EDU Product Evangelist: Tech Stack, HoloLens, Artificial Intelligence & Developer Partnerships

October 2017 – September 2018

Executive-facing product and partnership leader for Microsoft Education across four countries.

- Led acquisition and expansion across 350+ enterprise and government education accounts throughout the UK and BENELUX region
- Negotiated contracts, milestones, and compliance frameworks
- Delivered award-winning accessibility and curriculum integrations
- Represented Microsoft at major conferences and executive briefings
- Reported directly to Microsoft leadership on adoption, revenue impact, and blockers

Impact: Influenced education programs representing 3+ million licensed seats.

CURSE INC. / TWITCH (AMAZON) — Head of Sales Development

April 2015 – October 2017

Senior leader overseeing revenue growth during organizational restructuring, acquisition, and integration into the tech stack of one of the world's most valuable technology companies.

- Led sales and marketing teams to record YoY revenue growth (gross and net) despite headcount reductions
- Owned integrated marketing campaigns reaching hundreds of millions of impressions quarterly
- Managed enterprise partnerships with Amazon, Disney, EA, Activision-Blizzard, Ubisoft, Dell, and more
- Built client-facing analytics and content strategies that increased departmental sales performance by 70%+
- Presented revenue forecasts and cost analyses to executive leadership
- Ideated, pitched, and executed custom content and added-value campaigns, including influencer obstacle courses, tailored augmented-reality games, branded web portals, professional online tournaments, and a zombie-themed island infection event.

Impact: Positioned the business as a scalable, data-driven revenue engine within Amazon's ecosystem.

EARLY CAREER HIGHLIGHTS

Fortumo — Account Manager (Global Mobile Payments) **BlackBerry** — Developer Relations (Global Platforms) **Scoreloop AG** — Developer Relations & Partnerships

Led global partnerships, monetization strategy, developer ecosystems, and enterprise integrations across EMEA, APAC, and North America.

EDUCATION & CREDENTIALS

University of Florida — B.A., English

HarvardX — Computer Science

Codecademy — Python, Web Development, Computer Science, Data Analytics, Cloud Computing, Machine Learning, Artificial Intelligence

Technical Training: ANSI C, Python, JavaScript, PHP, jQuery, HTML/CSS, Salesforce Trailhead full-stack, MongoDB, CRM/CMS architecture, cloud platforms, data analytics, machine learning, LLMs, agentic workflows, Adobe Creative Cloud, Microsoft 365, and Google Workspace

Credentials: Google Ads and Analytics certifications; Salesforce Trailhead certifications; Machine Learning; Large Language Model Design; Lean Six Sigma; University of Florida Certified Master Gardener.
