



### **Author Biography for Joel Elad**

Joel Elad holds a Master's Degree in Business from UC Irvine, and a Bachelors Degree in Computer Science and Engineering from UCLA.

Joel is the co-author of the Amazon bestseller *eBay Your Business* which helps businesses of all sizes use eBay effectively. His second book, co-authored with fellow bestselling author Michael Bellomo, is *How to Sell Anything on Amazon*, a detailed guide on how to make Amazon.com an integral part of a company's online retail strategy. His third book, *Starting an Online Business All-In-One Desk Reference for Dummies*, is an 800+ page bible of information and stories to help any entrepreneur or business owner set up their online presence. He is also the author of the book *Web Stores Do-It-Yourself for Dummies*, and his newest book, *LinkedIn for Dummies*.

He has worked as a software developer, designer, tester, and project manager for IBM in Silicon Valley. Joel was responsible for implementing IBM's first company-wide online Mentoring tool which was rolled out on IBM's internal network starting in 2000. He was the North American coordinator for the entire Sales & Distribution workforce's software distribution system. Joel helped Deluxe Checking (representing 60% of U.S. check orders) implement online check ordering using cutting edge Internet technologies.

Following his entrepreneurial dreams, Joel was a co-founder of his first Internet company, Resonance Internet Marketing, in the early 90's while attending UCLA as an undergraduate. Joel started his next venture, NewComix.Com, in late 1998 and continues to own and operate the site today. NewComix.Com has quickly become a low-priced leader of comic books, toys, and action figures to US and international customers.

He was an early adopter of the eBay auction site, joining in 1996 and participating in their very first focus group with founders Pierre Omidyar and Jeff Skoll. Since then, Joel has completed thousands of successful auctions as a PowerSeller, advised eBay through studies and focus groups, represented eBay at local trade shows, and enrolled to teach eBay-sanctioned seminars through their Educational Specialist program. He was chosen to be a part of eBay Voices of the Community and sells items for other people as a registered Trading Assistant.

Joel was the lead instructor for the Learning Annex for eBay instruction in New York City, Los Angeles, San Diego, and San Francisco, and has been featured on several all-day panels involving e-commerce and making money. He has taught for institutions such as the University of California, Irvine, and for events such as the annual meeting of the Automotive Communications Council and the Southern California MacFair.

Joel lives in San Diego, California. In his spare time, he hones his skills in creative writing, Texas Hold 'Em poker, and finance. He is an avid traveler who enjoys seeing the sights both near and far, whether it's the Las Vegas Strip or the ruins of Macchu Picchu. He spends his weekends scouring eBay and local conventions for the best comic book deals, catching the latest movie with friends or family, & enjoying a lazy Sunday.

### **Book List for Joel Elad**

*eBay Your Business: Maximize Sales and Get Results*

*How to Sell Anything on Amazon . . . And Make a Fortune!*

*Starting an Online Business All-In-One Desk Reference For Dummies*

*Web Stores Do-It-Yourself For Dummies*

*LinkedIn for Dummies*

### **Media Experience for Joel Elad**

Joel's media experience is becoming more involved. He has been featured in the following venues:

**Radio:** Radio interviews with stations in Tulsa, OK and Vancouver, BC, Canada.

**Print:** Entrepreneur Magazine contributor (eBay Guide), Spring 2006;

**Online:** Blogger at Trendgrinder.com, Contributor to SmartBiz.com.