

Ben Lopez

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Senior Product Manager with 5+ years of experience in B2B SaaS, specializing in AI-driven product strategy. Proven track record of launching 0→1 features that generate millions in ARR, increase user retention, and improve profitability. Expertise in data analysis, GTM strategy, and full-lifecycle product ownership.

WORK EXPERIENCE

Nel Marketing Agency

Remote

Senior Product Manager

Aug 2023 – Current

- Secured a **95% client retention** rate across a portfolio worth **\$1.2M ARR** by designing and implementing a new weekly ROI reporting system that clearly demonstrated product value.
- Spearheaded product discovery for a new software add-on, building the business case for an initiative projected to generate **\$250K in new annual revenue** and increase client contract value by **20%**.
- Improved agency profit margins by **10%** through strategic cost management, reducing software overhead by **\$5K monthly** and ensuring consistent profitability.

Lytho (SaaS, Project Management Software)

Remote

Senior Product Manager

May 2022 – Aug 2023

- Preserved **\$2M ARR** by proactively leveraging Pendo's AI-driven analytics to identify and solve key user frustration patterns; championed a new time-tracking feature that cut churn by **15%** and achieved **70%** adoption.
- Led a complex API integration that cut workflow time by **50%** and boosted user satisfaction by **25%**, despite significant resource constraints.
- Proactively championed an in-house rich-text editor to safeguard **\$180K MRR**, delivering the solution on a low-cost stack despite significant resource constraints.

ResMan (Apartment Management Software)

Remote

Product Manager

Mar 2021 – May 2022

- Orchestrated integration of a white-labeled insurance solution via partnership, collaborating with engineering and legal teams to enable in-platform sign-ups, generating **\$100K MRR**.
- Architected a credit-builder feature via third-party API in the renter dashboard, partnered with UX and data teams to unlock **\$2M ARR** of new revenue.

Legal Zoom (SaaS, Legal Solutions Provider)

Remote

Product Manager

Jan 2020 – Mar 2021

- Owned onboarding strategy, running customer interviews and event-tracking analysis to rework signup flows, boosting new-user activation by **32%** and slashing churn by **22%**.
- Led mobile expansion, launching iOS/Android app with UX and engineering teams, driving **30%** more downloads and a **28%** surge in MAUs through App-Store optimization and push-notification campaigns.

EDUCATION

Product Faculty

AI Product Management Certification | Sep 2025

Product School

Product Management Certification | Jan 2020

Scrum Alliance

Certified Scrum Product Owner (CSPO) | Sep 2019

University of North Texas

Business Technology Management | May 2015

PERSONAL PROJECT

AI Hospitality Agent: Co-founder & Product Lead for an AI platform that boosts host ratings by providing a 24/7 autonomous guest concierge. The intelligent agent uses conversational AI to resolve guest issues in real-time, while also analyzing feedback to provide hosts with data-driven recommendations for property improvements.

SKILLS

Strategy & Frameworks: Product Strategy, Go-to-Market, Roadmapping, Data Analysis, Prioritization (RICE), P&L

Technical Skills: Agile/Scrum, A/B Testing, User Research, Jira, Pendo, Google Analytics, SQL, Figma