

# Ben Lopez

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## PROFESSIONAL SUMMARY

Senior Product Manager with 5+ years of experience delivering high-impact solutions in B2B and B2C SaaS, AI, and consumer product environments. Proven track record of leading product discovery, roadmapping, and go-to-market strategy, generating \$3M+ in new revenue, driving 40%+ feature adoption, and boosting retention by 22%. Adept at cross-functional leadership, customer-centric innovation, and leveraging data-driven insights to optimize product performance and lifecycle outcomes. Certified in AI Product Management, Product Management, and Scrum (CSPO).

## WORK EXPERIENCE

### Nel Marketing Agency

Senior Product Manager

Remote | Austin, TX

August 2023 - Present

- **Product Discovery Leadership:** Led end-to-end discovery for a high-impact software add-on, collaborating with cross-functional teams to validate market demand and customer needs, resulting in identification of a \$300K+ new ARR opportunity and increased average client contract value.

### AI Hospitality Agent

Co-founder & Product Lead for an AI platform

Remote | San Antonio, TX

- **Product Strategy & AI Innovation:** Co-founded and led product strategy for an AI hospitality platform that boosted host ratings by 18% through a 24/7 autonomous guest concierge leveraging conversational AI to resolve issues in real time and deliver data-driven recommendations for property improvements.

### Lytho

Senior Product Manager

Remote | Holly Springs, NC

May 2022 - August 2023

- **Product Lifecycle Management:** Spearheaded the end-to-end product lifecycle and go-to-market launch of a time tracking feature, aligning with company retention goals; analyzed churn data to define scope and implemented iterative improvements, achieving 40% feature adoption within 3 months and a 15% increase in user retention.
- **Success Metrics & Product Analytics:** Defined and tracked KPIs and success metrics for feature adoption and engagement using Pendo, driving 25% growth in active user adoption and delivering data-driven recommendations for continuous product improvement.
- **Data-Driven Insights & Growth:** Conducted user interviews, UX research, and quantitative data analysis across Zendesk, Jira, and engagement dashboards to identify customer pain points and drop-offs, uncovering growth levers that informed feature prioritization and increased engagement by 15%.
- **Cross-Functional Collaboration & Agile Delivery:** Partnered with engineering, design, data, and QA teams in an Agile/Scrum environment; authored detailed user stories, facilitated sprint ceremonies, and managed backlog grooming, ensuring 0 major post-launch defects and accelerating release velocity by 20%.

### ResMan

Product Manager

Remote | Plano, TX

March 2021 - May 2022

- **End-to-End Product Launch:** Managed the development and go-to-market execution of a new embedded insurance platform, coordinating cross-functional teams (engineering, design, sales, marketing, and support) to ensure organizational readiness, resulting in a smooth launch, immediate revenue generation, and high adoption by customers.
- **Go-to-Market Alignment:** Partnered with marketing, onboarding, and sales teams to align product messaging across email, in-app, and client communications; developed battle cards and enablement materials that improved account manager adoption and drove a 15% increase in product acquisition success.

### Legal Zoom

Product Manager

San Antonio, TX

January 2020 - March 2021

- **Product Strategy & Journey Mapping:** Drove \$3M in new annual revenue by analyzing sales data, influencing leadership, and reprioritizing the user journey to implement a critical 2-Factor Authentication feature, managing end-to-end product execution.
- **Product Launch & User Engagement Optimization:** Led the launch of the company's first native iOS and Android apps, increasing mobile engagement with a 28% rise in MAUs and 30% higher downloads, iterating based on user feedback and analytics.
- **Product Growth & Retention:** Optimized the customer conversion funnel by analyzing onboarding drop-offs with Google Analytics, prioritizing high-impact features, and iterating on retention strategies, resulting in a 22% lift in conversion rates and a 17% improvement in user retention.

## EDUCATION

University of North Texas - Bachelor of Arts in Business Technology Management

Denton, TX

Product Faculty: AI Product Management Certification

Product School: Product Management Certification

Scrum Alliance: Certified Scrum Product Owner (CSPO)

## SKILLS

Jira, Pendo, Amplitude, Google Analytics, SQL, Figma, Miro, Mixpanel, Tableau, Confluence, Hotjar, Looker, Excel (Advanced), Aha!