

BEN GETSON

HEAD OF PRODUCT

To

September 06, 2023

**SOURCE 2050 HIRING
TEAM**

Product Manager (with
CTO focus)

Dear Source 2050 Hiring Team,

I love the opportunity you're presenting in your hybrid product & engineering role. These are the roles where I've excelled in my career, and I believe I would be an exceptional fit as your product manager and future CTO.

From

BEN GETSON

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I'm a builder at heart (and regular coding hobbyist), and I have served in hybrid product/tech roles at least four times across my career. Even though I haven't held a software development title in over a decade, I've **shipped production code at every organization** where I've worked.

I recently **joined the advisory board for an early stage climate tech startup**. I'm providing product and technical guidance to design and build their founding product.

As a product leader, my expertise is using Lean Startup-style strategies to **iteratively deliver experiences that delight**. I've led dozens of cross-functional teams as we've designed and delivered products that thread the needle between user need, technical design, and speed to market. In 2014, I was recruited by the White House for my skill in diagnosing and delivering technical solutions. At Twilio, I was a founding product manager on what has become one of their flagship business lines. In both organizations, I delivered successful launches while simultaneously managing engineering execution and product design.

I blend deep technical aptitude with a focus on user experience, and I believe I would be an exceptional fit at Source 2050.

Sincerely,

Ben Getson