BEN GETSON

HEAD OF PRODUCT

To

COPIA HIRING TEAM

Head of Product

From

BEN GETSON

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Dear Adam and Copia Hiring Team,

Across Enterprise (Twilio), venture-backed startups (Check), and within the US federal government (White House & IRS), I've designed developer platforms that turn the old-school complexity of legacy systems into approachable interfaces for the modern developer. **I blend deep technical aptitude with a focus on user experience**, and I believe I would be an exceptional fit as the Head of Product at Copia.

I led DevX for one of Twilio's flagship business lines, and I was on the executive team advising Twilio's company-wide developer experience strategy. The systems I built covered the full software development lifecycle, and they were the primary levers of our customers' success and interest in our product. My **drive towards simplicity** turned a 28-step onboarding struggle into a one-click hosted experience that allowed clients to immediately get value out of our product. I have domain experience designing developer tools for hosted and self-hosted software environments.

I have consistently managed teams with the **highest levels of engagement** within my organizations. My team members have demonstrated growth in both early-in-career and senior roles, with a higher rate of promotion across my teams than my peers'.

I lead by example, and I **write the playbooks** that guide teams to deliver great products consistently. Part of my legacy at Twilio and Check are the guides and processes I've introduced for prioritization strategies, managing roadmaps, customer discovery, product release stages, and career development.

I have designed and launched developer APIs, command line tools, security infrastructure, technical administration interfaces, consumer experiences and more.

I believe I have the vision, context, experience, and team leadership to be effective in this role. I hope to meet with you all to cover my experience in more detail.

Sincerely,

Ben Getson