

# BEN GETSON

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To

August 15, 2023

WATS HIRING TEAM

Dear WATS Hiring Team,

Product Manager

In Laura's My Climate Journey community post announcing this role, Laura highlighted the need to move quickly, experiment, strategize, execute, and impact culture. When I introduced myself to the MCJ community, I focused on those same attributes: *"I specialize in helping teams to practice human-centered design and lean/agile product development...and my ideal focus would be building the platforms that enable industries to generate way less waste and to put that waste to better re-use."*

From

BEN GETSON

1935 SE 46th Ave.  
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I'm really excited about the work that WATS is doing and the impact that you're trying to have. I think I'd be an exceptional fit as your first product manager hire.

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The majority of my career has been **building products 0 to 1 in a startup environment**. I love this part of the product journey. Right now I'm advising an early-stage climate tech startup on how to design and build their founding product. I've been a founding product manager four times across my career, launching multimillion-dollar business lines. Even in large enterprises (Twilio) and in the federal government (White House, IRS), I've excelled at fostering rapid development and a bias towards action within scrappy, cross-functional teams.

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. My signature style blends deep technical understanding with human-centered design. This ensures we build with empathy for the people who will depend on our products to thrive in their jobs.

I have designed and launched developer APIs, data products, marketplaces, technical administration interfaces, and more.

I believe I have the experience, passion, and adaptability to be effective in this role. I hope to meet with you all to cover my experience in more detail.

Sincerely,

Ben Getson