

# JOSHUA BENADIVA

+1-860-878-7180 | benadiva@wharton.upenn.edu

**Background:** In May 2024, I graduated with an MBA and Master's in Computer Science from The Wharton School & UPenn Engineering. I most recently completed a six-month MBA position at AWS as a Senior Product Manager, and I received a full-time Senior Product Manager offer to the AWS office in Seattle, however I have decided to move back to Israel in August 2024.

## EXPERIENCE

### AMAZON WEB SERVICES

Seattle, Washington

**Senior Product Manager – Networking** (*Senior MBA position - Received full-time return offer*)

Summer 2023

- Created new pricing products and model for the Direct Connect service that **unlocked \$22m in revenue** previously lost to competitors; presented model and aligned Direct Connect engineering and product leadership around new pricing roadmap
- Transformed AWS Direct Connect's pricing products through **55 in-depth user interviews and analyzing 1M+ data points through Python scripts and SQL queries**, leading to the **successful launch of two new pricing products**
- **Received full-time return offer as a Senior Product Manager** in an MBA class where under 10% received return offers

**GIRAFFE INVEST** (*Retail investing Fintech start-up valued at \$50m+*)

Tel Aviv, Israel

**Vice President of Product, Founding Team**

2021 - 2023

- Spearheaded product vision, roadmap, POC and GTM strategy during fundraising; **\$10.5m raised from top US fintech VCs**
- Led design and implementation of database and microservices architecture designed to scale to 10,000 users in six months and support flexibility in our product roadmap; **launched four different product lines in four months**
- **Launched retail investing platform**; established and organized core features by conducting 100+ user interviews and writing comprehensive PRDs; **launched beta with 2,000 users with 90% conversion to paying customers**
- Coordinated operations and product teams from Drivewealth, Stripe, Wells Fargo, and Nilus to implement payment architecture within each partner's technological and compliance limitations; **directed development of first unique payment architecture**
- **Scaled product team by hiring two UI designers and eight engineers**; quick implementation of corporate gifting dashboard and digital wallet features led to a **50% larger corporate beta launch and two more design partners signed**

### ISRAEL DEFENSE FORCES

Jerusalem, Israel

**Commander, Combat Sniper; Elite Special Forces Unit**

2018-2021

- **Received top of class honors** out of 50 special operators in the IDF special forces sniper school
- **Graduated top of class** from selective (fewer than one percent accepted) 16-month training program focused on navigation, krav maga, urban warfare, and command of small squad forces

**VIOLA GROUP** (*Venture capital fund specializing in Fintech with over \$3b AUM*)

Herzliya, Israel

**Part-Time Analyst, Viola Credit**

2020-2021

- Performed market and competitive analysis, business model analysis for four investments; over \$60m deployed in two ventures

## EDUCATION

### THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

*Master of Business Administration Candidate; Major in Business Analytics*

2022-2024

- GMAT: 740 (97<sup>th</sup> percentile); **Selected for merit-based full scholarship**
- Relevant coursework: Product Management, Modern Data Mining, Entrepreneurial Communication
- Leadership: **Led Wharton Fintech Podcast (100,000+ monthly listeners)**; AI & Analytics Club's Vice President

### PENN ENGINEERING, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

*Master of Science Candidate; Computer Science (MCIT)*

2022-2024

- Selected for exclusive merit-based **Dean's Master's Scholarship (full scholarship)**
- Relevant coursework: Computer & Network Security, Computer Systems Programming, Database & Information Systems

### UNIVERSITY OF CHICAGO

Chicago, IL

*Bachelor of Arts in Economics*

2013-2017

- Relevant coursework: Econometrics, Statistical Models and Methods, Game Theory
- Leadership: The Blue Chips Investment Club (Sector Leader - Technology); **AEPI Fraternity (President)**

## ADDITIONAL INFORMATION

- Technical Skills: Python, SQL, Java, Node.js, React.js, C++, R, Jira, **Figma**, Data Analytics, Series 65, **AWS Certifications**
- Languages: **Fluent in Spanish and Hebrew**; Conversational Proficiency in Arabic
- Interests: Led six international kayaking trips; Playing electric guitar (influences: Jimi Hendrix & Led Zeppelin); Completed the Israel National Trail hike (1,110 km in 45 days); Building fun **Gen AI applications** like [Travelase.ai](#) (travel itinerary generator with over 500,000 users) & [Apptitude.fyi](#) (job recommendation application)