





BEN KAPLAN

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Work Experience

Baton (Ryder's Technology Innovation Lab)

April 2023 – Present

Founding Senior Product Manager

San Francisco, CA

- Baton is Ryder's tech innovation lab, tasked with perfecting Ryder's supply chains. Joined team as Baton's first PM and reporting to Ryder's CTO
- Responsible for Baton's dispatcher vision and strategy, with goals of increasing dispatcher productivity by 50% and operational efficiency by 15% in 2 years
- Drove the 0 to 1 development of both a bleeding-edge Transportation Management System (TMS) and customer visibility solution, saving dispatchers over 3 hours per day on average
- Created and implemented a change management strategy that allows dispatchers to transition to Baton's TMS from their existing tools
 - * Transitioned 50% of Ryder's dispatchers with no disruption to their freight operations
- Shaped product culture and team processes, including hiring 2 product managers

Mos

Apr 2022 – Dec 2022

Founding Senior Product Manager

San Francisco, CA

- Mos is a series B fintech startup focused on helping students make smart financial decisions
- Responsible for Mos' banking product, focused on increasing DAU and account funding rates
 - * Built and shipped several innovative banking features, such as debit card rewards, joint accounts for minors, Mos Me (external funding), and cash advances
 - * Iterated on the early user experience, increasing D7 account funding rates by 80%
- Hired two product managers, including 1 internally and 1 product designer
- Shaped Mos' product team processes, expanding the influence of PMs across the company

Zynga (Zynga Poker)

Feb 2021 – Apr 2022

Senior Product Manager

San Francisco, CA

- Led end-to-end creation of and shipped Zynga Poker's competitive feature, Leagues: World Champions (click for case study), driving both engagement and revenue by over +15% and becoming a blueprint for competitive features company-wide
- Created Zynga Poker's anti-fraud strategy and drove anti-fraud roadmap. Efforts eliminated in-game fraud illicit currency generation and sales by over 99.9% and ARPDAU by 5%
- Improved AB testing methods across the company by through the use of repeated re-randomization. Partnered with Central Tech to build tools to support its use by all of Zynga's game teams
- Developed the game's payer lifecycle and pricing strategy, increasing revenue by over 10%

Product Manager

July 2019 – Feb 2021

Project Mayhem & Minecraft Infected

Feb 2021 – Apr 2022

Founder & CEO

San Francisco, CA

- Project Mayhem and Minecraft Infected were once large online gaming communities
- Generated over \$150,000 in revenue and 450,000 unique users within two years

Blizzard Entertainment (Battle.net Mobile)

May 2018 – Aug 2018

Product Manager Intern

Irvine, CA

Zynga (Zynga Poker)

May 2017 – Aug 2017

Product Manager Intern

San Francisco, CA

Education

Carnegie Mellon University

Bachelor of Science in Decision Science, with Honors

Pittsburgh, PA

- End the Rain: Founded a student organization with the goal of creating free-to-use, automated, umbrella dispensers for the Carnegie Mellon community and raised \$10,000 for R&D and implementation.