Ben Kaplan

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Work Experience

Baton (Ryder's Technology Innovation Lab) - *San Francisco, CA* Apr 2023 – Present

Staff Product Manager Aug 2024 – Present

- 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 creating and helping the team to execute on Baton's supply chain vision and strategy
- Leads two pods, a total of 16 engineers, 2 designers, and directly manages 1 product manager

Senior Product Manager Apr 2023 – Aug 2024

- Drove the 0 to 1 development of a bleeding-edge supply chain management tool, improving dispatcher efficiency by 50%
- Led change management initiatives, transitioning 700 dispatchers to Baton's TMS from legacy systems
- Shaped product culture and team processes, including hiring 2 product managers

Mos - *San Francisco, CA* Apr 2022 – Dec 2022

Senior Product Manager

- 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) - *San Francisco, CA* Jul 2019 – Apr 2022

Senior Product Manager Feb 2021 – Apr 2022

- Led end-to-end creation 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 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 Jul 2019 – Feb 2021

Project Mayhem & Minecraft Infected - *San Francisco, CA* Sep 2014 – Jul 2019

Founder & CEO

- Created two video games and corresponding gaming communities, driving live operations, growth, game design, and led a team of 2 developers and 15 moderators, learning the basics of product management
- Drove business outcomes, generating over $150,000 in revenue and 450,000 unique users in the first two years

Blizzard Entertainment (Battle.net Mobile) - *Irvine, CA* May 2018 – Aug 2018

Product Manager Intern

Zynga (Zynga Poker) - *San Francisco, CA* May 2017 – Aug 2017

Product Manager Intern

Education

Carnegie Mellon University - *Pittsburgh, PA*

Bachelor of Science in Decision Science, with Honors

- 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