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**
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.