

# Ben Kaplan

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## CONTACT INFORMATION

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## PROFESSIONAL EXPERIENCE

**Mos** - San Francisco, CA

*Senior Product Manager & First PM*

**Apr 2022 – Dec 2022**

- Mos is a series B, Sequoia-backed, fintech startup focused on helping students build their finances
- Built and shipped several innovative banking features, such as debit card rewards, joint accounts for minors and their parents, external account funding, and cash advances
- Iterated on the early user experience, ultimately increasing D7 account funding rates by 80%
- Developed the company's PM hiring and interview process
- Helped shape Mos' product culture, emphasizing first principles thinking and intention, rapid iteration, and intellectual honesty

**Zynga Poker, Zynga** - San Francisco, CA

*Senior Product Manager*

**Mar 2021 – Apr 2022**

- Owned the end-to-end development of and shipped Zynga Poker's competitive feature, Leagues: World Champions
  - Achieved large lifts to engagement (+17%), payer conversion (+18%), and ARPU (+14%)
  - This feature is now used as a blueprint for other competitive features across Zynga titles
- Created Zynga Poker's anti-fraud roadmap and strategy. Developed features and tools to prevent poker chips from being generated and sold to users through automated activity
  - These efforts reduced daily illicit currency generation and transfer by over 99.9%, without creating a negative experience for users
- Improved experimentation methodology across the company by using repeated re-randomization and worked with central teams to build tooling to support these new methods
- Developed Zynga Poker's payer lifecycle segmentation and pricing strategy, increasing ARPU via payer conversion and revenue per transaction

*Product Manager*

**July 2019 – Feb 2021**

**Project Mayhem & Minecraft Infected** - Pittsburgh, PA

[www.minecraft-infected.com](http://www.minecraft-infected.com)

*CEO & Founder*

**Sep 2014 – Mar 2021**

- Project Mayhem and Minecraft Infected are multiplayer gaming communities
- In the first two years, generated over \$150,000 in revenue and 450,000 unique users
- Built and lead a team of over 20 moderators, developers, and game designers
- Designed games and features, managed the roadmap, and developed the growth strategy
- Features include: Battle Pass, Challenges, Level-based Progression, Login Streaks
- Worked with the community to raise \$16,000 for BLM and BLM-adjacent causes in June 2020

**Battle.net Mobile, Blizzard Entertainment** - Irvine, CA

*Program Manager Intern*

**May 2018 – Aug 2018**

**Zynga Poker, Zynga** - San Francisco, CA

*Product Manager Intern*

**May 2017 – Aug 2017**

## EDUCATION

**Carnegie Mellon University** - Pittsburgh, PA

*Bachelor of Science in Decision Science, with Honors*

**Aug 2015 – May 2019**

- End the Rain: Founded an 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. Pittsburgh local news clip: [https://youtu.be/jF\\_zNm0cr0](https://youtu.be/jF_zNm0cr0)