

Ben Kaplan

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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%
- Shaped the company's PM hiring process, later interviewing and hiring PMs and designers
- Helped develop 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
 - Leagues: World Champions was designed by leveraging learnings from proven competitive systems across the gaming industry, consumer insights, and user data
 - Achieved double-digit lifts to engagement, payer conversion, and ARPU
 - This feature is now used as a blueprint for other competitive features across Zynga titles
- Owned 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
 - Reduced daily illicit currency generation and transfer by over 99.9% without creating a negative experience for users

Product Manager **July 2019 – Feb 2021**

- Owned Zynga Poker's payer lifecycle, merchandising, and related experimentation efforts

Project Mayhem & Minecraft Infected - Pittsburgh, PA 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_zNlm0cr0