



Benji J

PRODUCT MANAGER
@NEWM
SOCIOLOGIST & SYSTEM'S ANALYST
American, based in Argentina

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Summary

I aim for market fit, scope, user experience [UX], apply results, measure, and iterate. Next goal: become data-driven.

Tools

AGILE SCRUM KANBAN SAFe OKRs KPIs GIT B2C B2B2C
JIRA FIGMA SQL HTML CSS BOOTSRAP LINUX VIM LaTeX

Skills

- Stakeholder alignment
- Product UX Quality Assurance [QA]
- Product Development Process
- Speaks: English, Spanish, Portuguese

Interests

Focus Areas and Company Stage

- Data Analytics
- Information Architecture
- Human-Computer Interaction [HCI]
- Startups Stage C: Product Growth

Industries and Business Model

- Crypto, Blockchain, RealFi
- Fundraising and Social Impact
- EdTech
- Fintech
- AI for Sustainability
- Cybersecurity
- #B2C #B2B2C #B2B

Work History

12/22–today	Product Manager @ NEWM: Web3 Music Ecosystem
05/24–today	Product Quality Manager [Web + Mobile] MOBILE + WEB PRODUCTS: STUDIO, STREAM TOKEN MARKETPLACE, STREAMING APP <ul style="list-style-type: none">· Launching UX Research team initiative, providing product discovery· Establishing growth path using product metrics, and data analytics· Informing product decisions with UXR input & Customer Experience· Setting data-informed product cycle: product idea to post-launch
12/22–09/24	Product Manager [Web] WEB PRODUCT LAUNCHES: NEWM STUDIO, STREAM TOKEN MARKETPLACE & THE RECORDSTORE <ul style="list-style-type: none">· Streamlined UX flow for listeners to access music from 100+ artists· Enabling the first 50+ monthly active users (MAU) to platform· Represented company at industry event: NFTxLV, Las Vegas· Partnering with business development, legal distribution and sales, and 3rd party APIs (Eveara, Idenfy, DexHunter, Charlie3) streamlining the distribution and payment experience
08/21–07/22	Product Specialist @ PREFERATI PRODUCT LAUNCHES: INTERNAL APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS FEATURES <ul style="list-style-type: none">· Team lead building an ATS (Applicant Tracking System) from scratch· Company app gamification: user profile, metrics prototyping· Tracking product opportunities, defining MVP and new feature ideas
07/20–7/21	Product Marketing Manager @ WILLDOM PRODUCT LAUNCHES: CONTENT STRATEGY & NEWSLETTER For 15K Users <ul style="list-style-type: none">· Building content strategy plan for 15K subscribers· Preparing hackathon to impact on team morale and company culture
11/19–5/20	Back End Web Developer @ ROSS OUTSIDE THE BOX PRODUCT LAUNCH: BIG DATA WORKFLOW FOR DIRECCIÓN GENERAL DE RENTAS <ul style="list-style-type: none">· Building big data workflow (knife) with testing performance (e2e)· Cybersecurity: Securing authentication with proper hash storage
2012–2020	Ethnographic Researcher @ UNICAMP, with CAPES Research Grant PRODUCT LAUNCHES: MASTER THESIS ON URBAN ART [ETHNOGRAPHY @BRAZIL/ARGENTINA], IN THE NAME OF WILD [2022 DOCUMENTARY, BY PHILLIP VANNINI]

Education

2019–today	System's Analyst	[ESCMB/UNC – Córdoba, Argentina]
2012–2014	Master's in Sociology	[UNICAMP – São Paulo, Brazil]
2002–2009	Graduate in Sociology	[UBA – Buenos Aires, Argentina]

Personal Projects

2023-03	Hackathon @Think & Dev	[We won Clean Code Prize]
2023-Q2	Pre-seed Web3 Incubation @Speezard	[Invited with Fee Waiver]
2023-09	Hackathon @Buildathon ETH Argentina	[We got Quadratic Funding]
2023–today	Co-Founder w/@FrancoCerino	[GIVER — Donations: Pre-Startup Stage]
2018–today	Founding Member, Writer, PM	[SUSTAINABLE DEVELOPMENT FOUNDATION]
2016–2019	Self-Published Book	[INEXTRICABLE PUBLISHER]

Last update:
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