
Benji J

Product Manager [SaaS, Music, Crypto—Blockchain—Web3]

This Document Goal is to better understand: 1) what I have to offer, how the market sees me; 2) opportunities I haven't considered; and 3) connect with people you think I should talk with.

Background and Experience

With a background in Sociology and Systems Analysis, Benji has been in Product Management for 5+ years. Skills: Business and Results Oriented, Hands-On, Short and Long-Term Vision, Customer Oriented, Market Understanding

Career Goals in 5/10 Years: Product Founding Team

Short-Term (6/12 months): Strengthen Core Data Skills | With @EliWendkos @EmanYahia

- **Data-Driven Decision Making.** Actions and Questions: How often do we talk to customers? Do we have user segments, and personas? How do we validate that a particular feature solves a customer pain point?
- **Formal Training.** Actions: Take product certification/s @scrum.org. Attend industry conference.

Mid-Term (2/3 years): Strengthen Strategy Skills | With @TiziPittini @DennyOdowd

- **Expand Impact.** Actions: Lead a workshop. Collaborate with NGOs.
- **Innovation.** Actions: How do you understand the market at a macro-level? How do you foster creativity?
- **Strategic Vision and Planning.** Articulate: The ability to create and articulate a long-term product vision that aligns with the company's goals. This includes understanding market trends, customer needs, and competitive landscapes.

Long-Term (5/10 years): Strengthen Culture Skills | With @SantyVillaruel @Pixo

- **Build From The Ground Up.** Action: Start own venture, or join a startup as a co-founder or key team member.
 - **Leadership and Team Management.** Articulate: Strong leadership skills to build and manage cross-functional teams, foster collaboration, and inspire innovation. Involves mentoring and developing PMs and team members.
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Love Doing

Building useful product. Better lives for people.

Customer Experience. Understanding users' journey.

Envisioning user flows. Setting up (un)happy paths

Listening to all parties. Resolving real needs: talking to customers, working with UXR, Design, Data Science, Development, Sales, Marketing, QA.

Problem Solving. Ideating and communicating solutions across teams, resolving dependencies

Delivering. What impacts most, not late.

Learning. From others', keeping up to date on industry and role, testing things out.

Must Have

Strong leadership. Experienced + Product Vision

Team guidance. Product informed cycle: CPO-CTO

Useful product. Frontend/UI, B2C/B2B2C

Nice to have. Culture: People work well, and thrive.

Summary

Candidate-Market Fit [CMF]

*Seeking a remote **Product Manager** role at an early stage (Series C, or younger) B2C company focused on **Crypto** in the entertainment or media industry.*

#crypto #IP-rights #real-world-assets #music #streaming #growth #transformation #AI #UX #B2C #B2B

Preferred industries

Crypto

Entertainment: Music, Publishing

Product: Transformation, Task Management Systems

Social: Social Impact, Fundraising, Ed Tech, Travel

Wellbeing: Meditation, Sleep

Company stage preference

Series A: Product-Market Fit

Strengths & Weaknesses

My Strengths are based on my Gallup Strengths:

Believer
Philomath
Coach
Self-Believer
Strategist

Strengths

Belief in: people's capabilities and that they can bring a lot to the table, from both a work and personal view. self, others, team, company. My view makes me high drive, and persistent.

Curious. I love learning, but my fuel is in placing questions forward and not staying stagnant with a simple eternal answer. Iteration and nuance are key.

Supportive. I push causes to happen, and I believe we can all give something out to the world. wagmi: we're all gonna make it.

Ownership. I believe to have both confidence and certainty to move forward, and I strive for other people to gain them as well.

Strategist. Always aiming for the big picture: am I going to be happy about this work in 20 to 50/200 years? I hope so. Let's plan steps and execute!

Weaknesses

My areas to improve come from Personality overall: INTJ + Type 5 / Wing 4

Contrarian: sometimes wrongly, :P

I believe in people's intent and their heart-felt beliefs and actions. At the same time, I can disagree with their ideas and perspectives, and it's a challenge to communicate both angles.

Interruptor: a fine art that ought never be learned :P

I get excited about a conversation and want to contribute. Video calls do help with this: because you have to unmute, and really check if the other person is OK and wrapped their idea.

Overly Imaginative: going off rail to derivatives can be unproductive for working on immediate goals. Let's better plan one step at a time to stay in sync

Data insufficient: I'm biased to teamwork and intuition. It's OK to build quickly and iterate, but it's best to plan strategies with hard-data. It's one of my next steps, but not there yet.

Stakeholder Influence. Even though I feel in general to have good relationships across teams, I may need to review what my leverage is, and how much I can or should influence across company.

Personality

Myers Briggs

INTJ: Architect Introversion (I), Intuition (N), Thinking (T), Judgment (J)
Imaginative + Strategy / Planning

Enneagram

Type 5: The Investigator
/ Wing 4: The Iconoclast
creativity + sensitivity

Dream Idea

Earthworms everywhere: like Pay It Forward (2000)
I already have the know-how to give to one person at a time, and have been doing so for almost a decade. But how to create the chain reaction?