



Benji J

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

- in LinkedIn
- ramoneando.com
- 3-Min Pitch [tinyurl.com/2kpp8nr9]
- venhamon@gmail.com

Tools

AGILE SCRUM KANBAN OKRs KPIs GIT JIRA B2C B2B VIM  
FIGMA MIRO DNS AWS HTML CSS BOOTSRAP LINUX TEX

Skills

- Delivery: User, Customer, Business
- Managing Product Trade-Offs
- Backlog Prioritization
- Task-Level Definition/Estimation
- Product UX Quality Assurance [QA]
- Product Development Process
- Continuous Development
- Agile Methodologies

What I've Learned

- Agile teams can work happily
- Know your strengths, play to them
- Getting Things Done
- Listening and talking go a long way

Interests

- Web3, Crypto, DeFi, RealFi, ADA
- Product Growth Hacking, Startups
- Product UX, Product Design
- UX Research [UXR]
- Information Architecture
- Longtermism, Effective Altruism
- AI for Education & Sustainability
- Human-Computer Interaction [HCI]

Professional Profile

I'm analytical inclined. I aim for market fit, scope, User Experience [ux], apply results, measure, and iterate. Understanding business, and humans, is critical —and fun.

Work History

- 12/22–today **Product Manager [Web3]** [ NEWM ]  
PRODUCT LAUNCHES: NEWM STUDIO, STREAM TOKEN MARKETPLACE & THE RECORDSTORE  
· Building on roadmap, democratizing access to independent artists  
· Fit requirements by product needs, with input from UXR, & vision  
· Scope and own requirement specifications  
· Implementing product metrics with data analytics, marketing, CFO
- 10/22–11/22 **Project Manager** [ TOTS ]  
PRODUCT LAUNCH: DOROTEA MOBILE APP  
· Task management and building standardized processes to scale up  
· Webpage usability: Hi-Fi wireframing, user workflows, development
- 08/21–06/22 **Project Manager** [ PREFERATI ]  
PRODUCT LAUNCHES: INTERNAL APPLICANT TRACKING SYSTEM [ATS],  
BEST FOR DENTISTRY CRM AND CMS FEATURES  
· Talking with stakeholders, getting requirements, strategy, follow up
- 07/20–6/21 **Technical Writer** [ WILLDOM ]  
PRODUCT LAUNCHES: INTERNAL NEWSLETTER & QUARTERLY CONTENT STRATEGY  
· Building content with developers, talent and marketing across teams
- 11/19–4/20 **Back End Web Developer** [ ROSS OUTSIDE THE BOX ]  
PRODUCT LAUNCH: BIG DATA WORKFLOW FOR DIRECCIÓN GENERAL DE RENTAS  
· Scrum team ceremonies to focus on clients' needs and requirements  
· Creating CRUD components with nodejs and expressjs
- 2012–2020 **Ethnographic Researcher** [ Research grant: CAPES @ UNICAMP ]  
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 ]

Building

- August 2023 **Buildathon –Project: Giver V0.3** [ ETH Argentina – Buenos Aires ]
- May-Jul 2023 **Web3 Accelerator –Project: Giver V0.2** [ SPEEZARD – Buenos Aires ]
- March 2023 **Hackathon –Project: Trustpay V0.1** [ THINK & DEV – Córdoba, Argentina ]

Projects and Collaborations

- 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:  
2024.03.28