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.

Candidate-Market Fit
*Seeking a remote **Product Manager** role with attention to UX at early stage (Series A, Pre-IPO/ICO) **Crypto** B2C company with emphasis one these areas: social impact, real life assets, music and media industries.*
#crypto #IP-rights #real-world-assets #B2C #B2B2C #music #streaming #NFTs

Summary
With a background in Sociology, Benji has been in Product Management roles for 5+ years. He works in small teams to create impactful launches from ideation to post-launch. His product super powers include: rallying a proper vision for biggest impact, collaborating and brainstorming to bring out the best from the team, and completing delivery launches timely with a big picture view.

Career Goals

Short-Term (6 months)
Write user stories to gain understanding across teams. Tools: Use operational data to measure, build and launch.

Mid-Term (6+ months — 3 years)
Develop strategy skills, focus on user/s journey, discovery, becoming data+metric fluent, positive team impact

Long-Term (5+ years)
Clarifying and resolving ambiguity at a high business level. Nurture a vision, mission, new market segments

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. B2C ideally. B2B2C works
Industry. Crypto, Urban, Travel, Social Impact, Wellness and Fitness, Cyber Security, UX and UI Design

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

Hate Doing

Telling others to do things, pushing. I don't want to work in a place where goals are not aligned between teams which makes it hard to collaborate. I want to work in a place where peers are motivated and onboarded with the goals and strategy. I do need to work here: a PM role entails mentoring and coaching others to achieve their goals too.
Overworking. Except one sprint at night or weekend once a quarter, or once a year. Not a given.
Useless meetings. Goal: <2 per day, <5/6 per week.
Reporting. I communicate progress, and delivering value. Else can become micro-management.
Bureaucracy. Good PMs negotiate well. But stakeholders overstepping hurts the building process.

Must Not Have

Unbalanced work-life. Management has no OOO
Engineering-only lead. Ownership and drive are needed. But please: devs, don't build alone.
Underpaid. Regional wages are lesser than global
Lacks vision. Direction is not set by product, nor users. Organizational Rigidity.
Industry. Insurance, Government, Taxes, Ads, Sales

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
creativeness + sensitivity

Extended Summary

I enjoy user feedback roles, discovery and beta testing. My background is in sociology and systems analysis: now inclining towards data analytics to inform product decisions.

Preferred industries

Social: Social Impact, Fundraising, Ed Tech, Travel
Entertainment: Music, Publishing
Wellbeing: Meditation, Sleep

Company stage preference

Series A: Product-Market Fit

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?

Benji's career plan

Year 1: Strengthening Core Skills

- **Goal**: Deepen expertise in blockchain and product management within the social impact space.

    - **Q1/Q2**: Take certifications @scrum.org: Scrum Master, Product Owner
    - **Q2/Q3**: Attend and actively participate in at least one major industry conference or event related to crypto or social impact, such as Consensus or TechCrunch Disrupt.
    - **Q3/Q4**: Continue a personal project from 2023 or contribute to an open-source project in the social impact space, focusing on using blockchain for good.
    - **Q4**: Build and nurture relationships with key players in the social impact and blockchain communities through networking events, LinkedIn, and other platforms.

Year 2: Expanding Influence and Impact

- **Goal**: Increase visibility and thought leadership within the industry.

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    - **Q1/Q2**: Mentor a junior product manager or blockchain enthusiast, offering guidance based on your experience in crypto and pre-seed incubation.
    - **Q2/Q3**: Lead or co-lead a workshop or webinar on blockchain and social impact at a conference or community event.
    - **Q4**: Explore opportunities for collaboration with NGOs or social enterprises, potentially advising or consulting on blockchain solutions.

Year 3: Transitioning to Leadership Roles

- **Goal**: Move into a senior product management role or begin exploring entrepreneurial opportunities.

    - **Q1**: Spearhead a project that leverages blockchain for social good, such as developing a new product or improving an existing one.
    - **Q2/Q3**: Consider starting your own venture or joining an early-stage startup as a co-founder or key team member, focusing on blockchain solutions for social impact.
    - **Q4**: Continue to build your public profile through speaking engagements, panel discussions, or being featured in industry podcasts.

Years 5-10: Establishing Authority and Broadening Horizons

- **Goal**: Solidify your position as a thought leader and potentially transition to a founder or executive role.

    - **Year 5**:
        * Scale your impact by leading a major product or initiative that achieves significant social outcomes using blockchain.
        * If entrepreneurial, secure funding for your startup and lead it through a successful launch.

    - **Year 10**:
        * Become a recognized authority in the intersection of blockchain, product management, and social impact, with regular invitations to speak at top-tier conferences.
        * Consider publishing a book or extensive guide on blockchain for social good.
        * If your startup has gained traction, consider expansion or exploring new markets.