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# 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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## 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.*

### Best Industries: Crypto/Blockchain/Web3

**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

### Ideal Team & Product

**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.

## Strengths, Gallup based

**Believer** in: people's capabilities. We can all bring a lot to the table. This viewpoint makes me high drive, and persistent.

**Philomath/Curious.** I love learning. My carrot is in placing questions, not staying stagnant with a single eternal answer. Iteration and nuance are key.

**Coach/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.

**Self-Believer/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!

### Dream Idea

**Earthworms everywhere:** like Pay It Forward (2000). I've already given away vermicomposting materials for recycling over a decade. But how do you create a chain reaction? Do others want to spread the word, the earthworms, and recycling in every home around the globe?