



Benji J

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

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## Summary

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

## Tools

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

## Skills

- Managing Product Trade-Offs
- Stakeholder alignment
- Delivery: User, Customer, Business
- Web3, Crypto, DeFi, ADA, Cardano
- Product UX Quality Assurance [QA]
- Product Development Process
- Speaks: English, Spanish, Portuguese

## Interests

- Data Analytics
- Product Growth Hacking, Startups
- Fundraising and Social Impact
- Blockchain, RealFi
- AI for Education & Sustainability
- Human-Computer Interaction [HCI]
- Information Architecture
- #B2C #B2B2C #B2B

## Work History

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

## Education

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

## Personal Projects

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

Last update:  
2024.09.05