



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 DNS HTML CSS BOOTSRAP LINUX VIM ~~LaTeX~~

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

Interests

- Web3, Crypto, DeFi, RealFi, ADA
- AI for Education & Sustainability
- Fundraising and Social Impact
- Human-Computer Interaction [HCI]
- Product Growth Hacking, Startups
- Longtermism, Effective Altruism
- Information Architecture
- #B2C #B2B2C #B2B

Work History

12/22–today	Product @ NEWM: Web3 Music Ecosystem
05/24–today	Product Quality Manager [Web + Mobile] MOBILE + WEB PRODUCTS: STUDIO, STREAM TOKEN MARKETPLACE, STREAMING APP <ul style="list-style-type: none">• Launching UX Research team initiative, providing product discovery• Establishing growth path using product metrics, and data analytics• Informing product decisions with UXR input & Customer Experience• Setting data-informed product cycle: product idea to post-launch
12/22–09/24	Product Manager [Web] WEB PRODUCT LAUNCHES: NEWM STUDIO, STREAM TOKEN MARKETPLACE & THE RECORDSTORE <ul style="list-style-type: none">• Streamlined UX flow for listeners to access music from 100+ artists• Enabling the first 50+ monthly active users (MAU) to platform• Represented company at industry event: NFTxLV, Las Vegas• Partnering with business development, legal distribution and sales, and 3rd party APIs (Eveara, Idenfy, DexHunter, Charlie3) streamlining the distribution and payment experience
08/21–07/22	Project Manager @ PREFERATI PRODUCT LAUNCHES: INTERNAL APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS FEATURES <ul style="list-style-type: none">• Team lead building an ATS (applicant tracking system) from scratch• Company app gamification: user profile, metrics prototyping• Tracking product opportunities, defining MVP and new feature ideas
07/20–7/21	Product Marketing Manager @ WILLDOM PRODUCT LAUNCHES: CONTENT STRATEGY & NEWSLETTER For 15K Users <ul style="list-style-type: none">• Building content strategy plan for 15K subscribers• Preparing hackathon to impact on team morale and company culture
11/19–5/20	Back End Web Developer @ ROSS OUTSIDE THE BOX PRODUCT LAUNCH: BIG DATA WORKFLOW FOR DIRECCIÓN GENERAL DE RENTAS <ul style="list-style-type: none">• Building big data workflow (knife) with testing performance (e2e)• Cybersecurity: Securing authentication with proper hash storage
2016–2017	Co-Founder @ JUICE BAR NON-TECH PRODUCT LAUNCHES <ul style="list-style-type: none">• Top 5 local pioneer of beverages with no added artificial sugar• Built product process from scratch with co-founders: from ideation, funding and budgeting, planning, operations, marketing, execution.
2012–2020	Ethnographic Researcher @ UNICAMP, with CAPES Research Grant 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]

Personal Projects' Highlights

2023-03	Hackathon @Think & Dev	We won Clean Code Prize
2023-Q2	Pre-seed Web3 Incubation @Speezard	Invited with Fee Waiver
2023-09	Hackathon @Buildathon ETH Argentina	We got Quadratic Funding

Last update:
2024.08.17