



Benji J

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

- in LinkedIn
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Profile

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 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

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]

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
• Identifying trends, bug fixes, enabling enhancements for end users
• Informing product decisions with UXR input & Customer Experience
• Establishing growth path using product metrics, and data analytics
• 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
• Solving musicians' problems: 100% royalty ownership for life
• Improving view and buy UX flow and usability V1.0 > V2.0
• Aligning and informing stakeholders by PRD implementation
• Reducing product development steps and carry to delivery
- 08/21–06/22 **Project Manager**
@ **PREFERATI**
PRODUCT LAUNCHES: INTERNAL APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS FEATURES
• Talking with stakeholders, getting requirements, strategy, follow up
- 07/20–6/21 **Product Marketing Manager**
@ **WILLDOM**
PRODUCT LAUNCHES: INTERNAL NEWSLETTER & QUARTERLY CONTENT STRATEGY
- 11/19–4/20 **Back End Web Developer**
@ **ROSS OUTSIDE THE BOX**
PRODUCT LAUNCH: BIG DATA WORKFLOW FOR DIRECCIÓN GENERAL DE RENTAS
- 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]

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:
2024.08.01