



Benji J

PRODUCT MANAGER  
@NEWM

SOCIOLOGIST & SYSTEM'S ANALYST  
American, based in Argentina

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## Profile

I'm analytical 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, bugs, enhancements with Customer Experience  
· Inform product decisions with input from UXR, & vision  
· Establishes best practices from product design to delivery/support  
· Implementing product metrics with data analytics, marketing, CFO
- 12/22–07/24 **Product Manager [Web]**  
WEB PRODUCT LAUNCHES: NEWM STUDIO, STREAM TOKEN MARKETPLACE & THE RECORDSTORE  
· Solving musicians' problems: 100% royalty ownership for life  
· Directing product decisions with User Experience Research [UXR]  
· Reducing product development steps and carry to delivery  
· Implementing PRDs to align and inform stakeholders
- 10/22–11/22 **Project Manager**  
@ **TOTS**  
PRODUCT LAUNCH: DOROTEA MOBILE APP  
· Delivery of Auction Site with improved user flow, and usability
- 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 **Technical Writer**  
@ **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:  
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