
Benji J: my goals

Product Manager [Health, Social Impact, Music]

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.

Candidate-Market Fit [CMF]: What I believe the market wants, and I can excel at.
*I'm seeking a **Product Manager** role at an early stage **startup** in Series A, with focus on design and user experience (UX), on industries like wellbeing, social impact, and media.*

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, next steps: 1) Product Lead –as IC. 2) Head of Product –with Reports

Short-Term (6/12 months): Strengthen Core Data Skills | With @EliWendkos

- **AI Framing and Impact.** Actions: Read "Co-Intelligence", by Ethan Mollick.
- **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 @SantyVillaruel

- **Expand Impact.** Actions: Lead or collaborate in a workshop, or hackathon. Product Hunt.
- **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 @TiziPittini

- **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

Favorite Industries

Wellbeing. Meditation, Sleep, Longevity, Fitness
Social. Travel, Hospitality, Health, Ed Tech, Crypto
Media. Music, Gaming, Publishing, Blockchain

Company stage preference

Series A: Product-Market Fit

Ideal Team & Product

Vision. Product-informed cycle: not only sales
AI usage. Leverage AI, even if not user-facing
Must-have. Data-driven decisions

Strengths, Gallup based *

Believer in: people's capabilities. This viewpoint makes me high drive, and persistent.

Philomath/Curious. I prefer ongoing questions over closed answers. "The mind is not a vessel to be filled, but a fire to be kindled." — Plutarch

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 have the confidence to move forward and encourage others too.

Strategist. Aiming for positive impact in the long run of centuries. Planning steps.

Dream Idea

Earthworms: like Pay It Forward (2000). I've given away vermicomposting-recycling for a decade. How do you create a global chain reaction?