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# Benji J

## Product Manager [SaaS, Music, Crypto—Blockchain—Web3]

**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.

### 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 in 5/10 Years: Product Founding Team

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

- **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 @TiziPittini @DennyOdowd*

- **Expand Impact.** Actions: Lead a workshop. Collaborate with NGOs.
- **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 @SantyVillaruel @Pixo*

- **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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## Love Doing

**Building useful product.** Better lives for people.

**Customer Experience.** Understanding users' journey.

**Envisioning user flows.** Setting up (un)happy paths

**Listening to all parties.** Resolving real needs: talking to customers, working with UXR, Design, Data Science, Development, Sales, Marketing, QA.

**Problem Solving.** Ideating and communicating solutions across teams, resolving dependencies

**Delivering.** What impacts most, not late.

**Learning.** From others', keeping up to date on industry and role, testing things out.

## Must Have

**Strong leadership.** Experienced + Product Vision

**Team guidance.** Product informed cycle: CPO-CTO

**Useful product.** Frontend/UI, B2C/B2B2C

**Nice to have.** Culture: People work well, and thrive.

## Summary

### Candidate-Market Fit [CMF]

*Seeking a remote **Product Manager** role at an early stage (Series C, or younger) B2C company focused on **Crypto** in the entertainment or media industry.*

*#crypto #IP-rights #real-world-assets #music #streaming #growth #design #NFTs #AI #UX #B2C #B2B2C*

### Preferred industries

**Crypto**

**Entertainment:** Music, Publishing

**Social:** Social Impact, Fundraising, Ed Tech, Travel

**Wellbeing:** Meditation, Sleep

### Company stage preference

Series C: Growth

## Strengths & Weaknesses

My Strengths are based on my Gallup Strengths:

**Believer**  
**Philomath**  
**Coach**  
**Self-Believer**  
**Strategist**

### Strengths

**Belief** in: people's capabilities and that they can bring a lot to the table, from both a work and personal view. self, others, team, company. My view makes me high drive, and persistent.

**Curious.** I love learning, but my fuel is in placing questions forward and not staying stagnant with a simple eternal answer. Iteration and nuance are key.

**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.

**Ownership.** I believe to have both confidence and certainty to move forward, and I strive for other people to gain them as well.

**Strategist.** Always aiming for the big picture: am I going to be happy about this work in 20 to 50/200 years? I hope so. Let's plan steps and execute!

### Weaknesses

My areas to improve come from Personality overall: INTJ + Type 5 / Wing 4

**Contrarian:** sometimes wrongly, :P

I believe in people's intent and their heart-felt beliefs and actions. At the same time, I can disagree with their ideas and perspectives, and it's a challenge to communicate both angles.

**Interruptor:** a fine art that ought never be learned :P

I get excited about a conversation and want to contribute. Video calls do help with this: because you have to unmute, and really check if the other person is OK and wrapped their idea.

**Overly Imaginative:** going off rail to derivatives can be unproductive for working on immediate goals.

Let's better plan one step at a time to stay in sync

**Data insufficient:** I'm biased to teamwork and intuition. It's OK to build quickly and iterate, but it's best to plan strategies with hard-data. It's one of my next steps, but not there yet.

**Stakeholder Influence.** Even though I feel in general to have good relationships across teams, I may need to review what my leverage is, and how much I can or should influence across company.

## Personality

### Myers Briggs

**INTJ: Architect** Introversion (I), Intuition (N), Thinking (T), Judgment (J)  
Imaginative + Strategy / Planning

### Enneagram

**Type 5: The Investigator**

**/ Wing 4: The Iconoclast**

creativity + sensitivity

### Dream Idea

**Earthworms everywhere:** like Pay It Forward (2000)

I already have the know-how to give to one person at a time, and have been doing so for almost a decade. But how to create the chain reaction?