



ALEX BENNER

PRODUCT PERSON

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LANGUAGES

English

Native

German

C1.1 - High-Intermediate proficiency

COMMUNITY LEADERSHIP

Accredited Phone Counsellor '12-'14

Counseled young people through phone calls, text, and emails.

Project K Mentor '15-'16

Mentored and coached a 14 year old for a year.

PROFESSIONAL DEVELOPMENT

Retention and Engagement Deep Dive

Reforge - 2019 Autumn Cohort

UX501x – Introduction to UX |

University of Michigan, Location, 2017

SUMMARY

Analytical and detail-oriented Product Manager with broad experience in overseeing the development and delivery of high-quality digital products for attaining customer satisfaction and business goals. Skilled in managing full product life cycle - defining product vision and strategy, managing the discovery pipeline and development backlog.

Resourceful individual in channeling market analysis, user research, A/B testing, usage data into product requirements to deliver real customer value. Enthusiastic thought-leader with innate abilities to mediate, persuade, coach, and facilitate team members into producing measurable outcomes. Effective communication, collaboration, and interpersonal skills along with a knack to forge enduring and long-lasting relationships with peers, customers, and senior management.

PROFESSIONAL EXPERIENCE

Product Manager

Sep 2018 - Present

Coffee Circle

Managed the creation and successful implementation of retention and growth modelling, for each area to predict their future contribution to business growth, and providing a reliable baseline to experiment. Driving the wider team in a more data-driven direction within autonomous, cross-functional squads.

- Enabled the accurate data analysis of end-end B2B pipeline performance through revamping broken data chain.
- Enhanced B2B web sales leads by 100% through funnel optimisation.
- Recognised by senior management for implementing sound AB experimentation practice at the company.

Product Manager

Mar 2018 - Aug 2018

MoneyMap (Finleap Venture)

Supervised the design and prioritisation of major product features. Performed detailed evaluation of customer behaviour to assess areas of deficiency and implement strategic improvements.

- Lead for A/B testing, increasing new user registrations by 15%.
- Led product discovery, prototyping and user testing work for a new joint venture to develop products that meet customer needs.

Junior Product Manager

Feb 2017 - March 2018

MoneyMap (Finleap Venture)

Coordinated a wide range of activities, including evaluating user feedback, defining requirements for feature implementation, and identifying new ways to improve the product. Supported CPO in feature specification, project delivery and development.

- Led the conceptualisation, design, and successful delivery of Mobile vertical to contract comparison / checkout.
- Earned promotion from Product Manager Intern to junior product Manager within five months for demonstrating continued commitment towards work excellence.

Product/Project Lead

July 2015 - Aug 2016

NZ Post

Provided strategic direction to a cross-functional, agile team in all phases of project from assessing customer pain to delivering a single, website-based B2B on boarding solution.

- Reduced onboarding time frames by 40% through replacing manual paper on boarding process with digital, also resulting in producing additional \$600k p.a. of opportunity.