



ALEX BENNER

Product Person

📍 Mehringdamm 88, Kreuzberg, Berlin

📞 01525 9903 289

✉ alexmichaelbenner@gmail.com

Self-education

- 2017 - University of Michigan, UX501x - Intro to UX
- 2016 - udemy.com - Becoming a Product Manager
- 2016 - UC San Diego - Learning How to Learn

On the side

- **Music** - Launched a music channel on Youtube, running since Aug '17
- **Improvised Comedy** - Performed improv on comedy stages in Berlin since Feb '17

Community Involvement

- **Accredited Phone Counsellor** '12-'14 - Supported young people through phone, text & email counselling
- **Project K Mentor** '15-'16 - Mentored a 14 year old over the period of a year.

Languages

English



Native

Deutsch



B2.1 - Limited working proficiency

Summary

Passionate, analytical, creative. I run towards fires and occasionally come out with minor burns, but always having learnt a lot. Whether it's in a sprint-planning meeting, embarrassing myself on stage performing improvised comedy or playing guitar at an open-mic night, I throw myself fully into whatever I set my mind to.

Highlights

Product Management Skills:

- Backlog prioritisation
- Sprint planning
- Competitor Research
- Conceiving A/B tests & Analysing results
- Specification of technical requirements
- Data analysis with Google Analytics (GA)

Tools of the trade:

- Mockups with Balsamiq
- Google Analytics
- Google Optimize
- JIRA & Confluence
- Invision/Figma

Professional Experience

Feb 2017 - **Junior Product Manager**

Present

MoneyMap GmbH

Evaluating User feedback, working with our design team to find the simplest solutions possible, specifying requirements for a feature implementation or diving into User stats in GA to understand where our product could improve.

- Led the design process & specification of our Mobile & DSL checkouts
- Coordinated our A/B testing initiatives from conception & planning to analysis resulting in a 20% increase in User registrations
- Go-to in Product team for specifying Intercom/GA feature tracking

Note: First 5 months was spent as Product Manager Intern

Aug 2015 - **Product/Project Lead**

Aug 2016

New Zealand Post

Led a cross-functional, agile team from diagnosis of customer pain to delivery of a single, website-based B2B onboarding solution.

- Delivered a digital onboarding process into the market
- Slashed onboarding time frames by 40%
- The digital onboarding brought in an additional \$600k p.a. of opportunity

Jul 2014 - Jun **Customer Experience Champion**

2015

New Zealand Post

Responsible for being the voice of the customer, and to begin transforming NZ Post into a User-centered organisation.

- Launched NZ Post's first customer feedback portal
- Redesigned our satchel mail bags leading to a \$100k p.a. cost out
- Reduced time spent on low-cost claims by 90%
- Selected as one of 30 out of 7500 employees for emerging leaders programme

Jul 2013 - Jul **Account Manager**

2014

New Zealand Post

B2B account management & new business sales in the highly competitive logistics field.

- Grew \$2.7m portfolio to over \$3m
- Exceeded new business targets by 140k
- Recognised for Best Values in my team

Apr 2010 - Jul **Professional Poker Player & Coach**

2013

Self-Employed & Pokerstrategy GmbH

Honed grit, resilience and self-motivation as a player and coach. The ability to make quick decisions under pressure, understand opponent psychology and complex mathematical analysis was crucial to my success

- Planned and delivered live group-coachings to audiences of 40+ members