ALEX BENNER
Product Person

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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 - Intermediate 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

Mar 2018 - Present

Product Manager
MoneyMap GmbH

Leading discovery, design, planning and prioritisation of major features, in close collaboration with Design, Tech and Business. Democratising Product learnings from our customer behaviour and utilising these to pitch improvements and inform our direction.
- Led the design, specification and prioritisation/planning for a major unreleased feature
- Product discovery work for a new joint venture

Feb 2017 - Mar 2018

Junior Product Manager
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 & specification of our Mobile Ecommerce checkout
- 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 - Aug 2016

Product/Project Lead
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 2015

Customer Experience Champion
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 2014

Account Manager
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