

ALEX BENNER

Product Person

📍 Prenzlauer Berg, Berlin

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Self-education

- '21 - Reforge - Monetisation & Pricing Deep Dive (*in progress*)
- '19 - Reforge - Retention & Engagement Deep Dive
- '17 - University of Michigan, UX501x - Intro to UX

Languages

English

Native

Deutsch

B2.2 - Intermediate proficiency

Technical Skills

SQL

Enough to be dangerous

On the side

- **Volunteer Phone Counsellor** '12-'14
– Supported young people through phone, text & email counselling
- **Volunteer Mentor** '15-'16 – Mentored a 14 year old for a year to help them define and reach their goals
- **Music** - I have a music channel on Youtube with covers
- **Musical Improv** – Performing improv on comedy stages in Berlin since 2017

Summary

I'm passionate about Product-led Growth. I love diving into the data, and obsessing about reducing friction between the customer and value. I can also be seen embarrassing myself on stage performing improvised comedy or playing guitar at an open-mic night, throwing myself in whatever I set my mind to.

Professional Experience

Jul 2020 - Present **Senior Growth Product Manager - Monetization & Billing**
Sauce Labs

B2B SaaS software testing cloud & web-app.

Monetization & Buyer Experience.

- Repricing/packaging leading to:
 - 20% increase in new Automated testing subscriptions
 - 25% increase in average revenue per new Live testing customer
- Led the unification of Buyer Experience, including new checkout & billing migrations
- (Now) Leading transformation of our 100MM\$ B2B SaaS business to a Value/Usage based pricing model to scale across half a dozen product acquisitions

Sep 2018 - Jun 2020 **Product Manager**
Circle Products GmbH

Ethical Direct-to-consumer coffee roastery & e-commerce website.

PM for our B2B & Retention Squads. My main impact has been orienting the Product team & wider team in a more data-driven direction, and facilitating the move towards teams who can design, build & test independently.

- +20% B2B leads through discoverability & redesign of B2B lead flow
- Implemented sound AB experimentation practice at the company

Feb 2017 - Aug 2018 **Product Manager**
MoneyMap GmbH (finleap venture)

B2C personal finance manager & comparison portal.

Leading discovery, design, planning and prioritisation of major features, in close collaboration with Design, Tech and Business. Democratizing Product learnings from our customer behaviour and utilising these to drive improvements and inform our direction.

- Led the design & specification of our Mobile Ecommerce checkout
- Coordinated our A/B testing initiatives from conception & planning to analysis resulting in a 15% increase in User registrations

July 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