

ALEX BENNER

Product Person

📍 Prenzlauer Berg, Berlin

☎ +49 1525 9903 289

✉ alexmichaelbenner@gmail.com

🌐 www.alexbenner.com

Self-education

- 2019 - Reforge - Retention & Engagement Deep Dive
- 2017 - 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

- **Music** - I have a music channel on Youtube with covers
- **Musical Improv** - Performing improv on comedy stages in Berlin since 2017

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.

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 Product Manager - Growth - Commercial SauceLabs

B2B SaaS Cross-browser & mobile app software testing web-application.

Responsible for pricing/monetisation & checkout experience.

- Led the planning and execution of billing system migrations & unification of acquisition products
- Increased average revenue per new self-serve account by 25% by pricing optimisation & rebundling

Sep 2018 - Jun 2020

Product Manager Circle Products GmbH

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

Lead 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.

- Implemented sound AB experimentation practice at the company
- Diagnosing & driving a consistent data "chain of custody", so we have reliable insights to act upon in both our B2C & B2B areas
- Introduced Retention & Growth modelling, to help each area understand their future contribution to business growth, and give a reliable baseline to experiment against

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. Democratising 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