Ben Schaefer

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Product-focused technology professional with over seven years of experience that includes product management, project management, and leadership of distributed teams. Proven ability to drive product efforts, set vision and strategy, and lead project execution. Expertise in identifying inefficiencies in processes and implementing improvements.

EXPERIENCE

FormAssembly - Remote   Feb 2020 - present

FormAssembly is a SaaS provider of an easy to use online form builder for businesses and offers robust integrations to various systems like Salesforce, Stripe, PayPal, etc.

Product Owner (Feb 2020 - present)

Serve as Product Owner on a scrum squad focused primarily on Integrations. Squad consists of (2) QA, (4) Engineers, and (1) UX Designer.

- Orchestrate engineering and product teams using Agile methodologies to deliver on roadmap including early discovery, user story creation, grooming, sprint planning, and backlog prioritization.
- Develop extensive understanding of problems to be solved and document requirements.
- Collaborate with UX and scrum team to identify potential solutions. Conduct tradeoff analysis and rally the team around the desired solution.
- Create release plans and manage releases across a user base of thousands.
- Collaborate with marketing, cs, and knowledge teams to ensure feature readiness prior to launch.

Big A** Fans - Lexington, KY   2013 - 2020

Big A** Fans is an industry leader in high volume low speed fans (sold to private equity for $500M in 2017).

Product Manager (2017 - 2020)

Promoted to Product Manager of SpecLab, a custom web app used by internal sales and engineering and external distribution partners to design physical client environments and run simulations to validate impact of fan products. SpecLab has been responsible for increasing close rate 7% and influenced $20M in won bookings.

- Led product strategy, roadmap definition, backlog grooming and prioritization, scoping and definition of solutions, launch of pilots for new features, definition of KPIs and success metrics with analytics teams, development of training, and product roll-outs.
- Successfully pitched C-suite for $800K funding approval for two new initiatives.
- Currently leading team through design, development, and the introduction of a new touch-friendly interface for tablets and a new workflow app designed to integrate with SpecLab and allow for a 30% reduction in administrative time to submit notes from facility on-site visits.
- Managed a distributed seven-member development team in full lifecycle build and launch of a $2M sales enablement app. Leveraged Slack, Basecamp, and Zoom for team communications.
- Collaborate with marketing teams to develop collateral and launch lead generation campaigns.

CRM Team Lead/Product Owner (2016 - 2017)

Managed a team of developers and administrators supporting a Salesforce organization with ~650 users in five departments.

Notable projects:
- Project Manager for implementation of Field Service Lightning and retirement of legacy ServiceMax system to migrate field services team to a more stable solution with increased visibility to leadership.
- Led build of a custom Order Checkout application integrated with D&B that enabled sales reps to process orders without support from sales operations teams. Reduced sales operations requests by 50% and improved order accuracy in system that has been used to process $190M in new orders.
- Oversaw build of a custom Quoting Bundler application that provides improved user experience and reduced errors through introduction of a point-click product configurator instead of searching SKU numbers. The system included a robust rules engine for increased error reduction.
- Led overhaul of sales processes to extend use of Salesforce for sales tracking, enable more accurate forecasting, and improve customer experience across customer journey from order through post-sales.
- Developed project timelines, product roadmaps, and prioritized backlog.

Big A** Fans - Lexington, KY (continued)
IT Business Analyst/Project Manager II (2015 - 2016)
Served in hybrid BA and Project Manager role responsible for gathering project requirements from stakeholders, communicating needs to internal technical teams, and oversight for technical projects.

- Served as BA/PM for a $400K project to unify and consolidate two Salesforce environments, introduce multi-company functionality into a global ERP instance, and onboard four international offices into both systems.
- Product Manager for a .NET customer portal. Defined product roadmap, maintained backlog, and developed and delivered user training.
- Served as Project Manager for a two-month, $60K engagement to increase functionality of a B2B portal.

Design Consultant/Account Executive (2013 - 2015)
- Established relationships with and educated A&E firms across the Northeast about products and services.
- Assisted in new project designs that contributed to over $2.3M in sales.

Commonwealth Kings Lacrosse - Lexington, KY   2011 - present
Commonwealth Kings is Lexington's first travel lacrosse club.
Director and Co-Founder
- Launched program as one 22-member team and grew program to five teams, 130+ players, and $150K in annual revenue.
- Manage 14-member staff and oversee all operational activities including club finances, marketing, sponsorships, and vendor relations.

EDUCATION
MBA, Jacksonville University - Jacksonville, FL
BS Business Administration (Computer Science Minor), Birmingham-Southern College - Birmingham, AL
Salesforce.com Certified Administrator
Salesforce Certified Sales Cloud Consultant
Certified Scrum Product Owner

SKILLS

Concepts: Process Improvement, Requirements Gathering & Documentation, Project Management, Agile/Scrum, Prototyping, Behavior Driven Development

Technology: Salesforce, Jira, Asana, GitHub, ZenHub, Basecamp, Balsamiq, Whimsical, Salesforce integrations (Pardot, Drawloop, DocuSign, PaymentConnect, Geopointe, ServiceMax, EBSTA for Gmail, Formyoula, Zenkraft, Field Service Lightning)