

Alex Benson

Product & Operations Executive

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SUMMARY

Technical product leader with 10+ years of experience driving product strategy, leading cross-functional teams, and delivering successful enterprise solutions. Proven track record of scaling consumer applications to millions of users and implementing large-scale business transformations.

CORE COMPETENCIES

Technical Leadership

Product Strategy

Project Management

Change Management

Business Operations

Agile/Scrum

SQL & Analytics

Figma Prototyping

PROFESSIONAL EXPERIENCE

Jan 2020 - Present

Founder & CEO at [A2B Company](#) | Remote

- Led large-scale ERP/WMS implementations for 9-figure manufacturer after multiple prior failed attempts
- Directed end-to-end change management and cross-organizational testing for enterprise systems
- Conducted comprehensive assessments of business operations, identifying process improvements
- Built [BuffRamen](#), a science-based fitness routine generator
- Built [Joan](#), a productivity platform

Jul 2022 - Jan 2025

COO & Product Lead at [MuscleWiki](#) | Cayman Islands

- Led product development driving mobile growth to 1M+ downloads and 2-3M monthly active users
- Owned full product roadmap, transitioning platform to subscription revenue model
- Developed automated content pipeline, eliminating thousands of hours of manual processes
- Managed complete business administration including hiring, finances, and operations

Dec 2014 - Nov 2019

CFO & Scrum Master at [Blocher Consulting LLC](#) | Indiana

- Led organization through leadership transition as Interim CEO while maintaining operational continuity
- Managed software development teams delivering custom solutions to semiconductor and defense clients
- Transformed operations by implementing agile methodologies, growing revenue from \$250K to 7-figures
- Handled all business administration as sole non-engineer in leadership

EDUCATION

Bachelor of Science in Management

2014

Indiana University School of Public and Environmental Affairs

CERTIFICATIONS

Professional Scrum Master II (PSM II)

Scrum.org

Professional Scrum Product Owner (PSPO I)

Scrum.org

Professional Scrum Master I (PSM I)

Scrum.org