

# Alex Benson

## Product & Operations Executive

alexbbenson@gmail.com | 812-552-9494 | [linkedin.com/in/alexbenson1](https://linkedin.com/in/alexbenson1) | [a2bcompany.com](https://a2bcompany.com)

### 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