BEN WILLE

SENIOR PRODUCT MANAGER

CONTACT

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EXPERTISE

- WordPress Design & Development
- Content Management Systems (CMS)
- Developer Technologies:
  - PHP
  - Javascript
  - SQL
- Analytical Tools:
  - Google Analytics (UA + GA4)
  - Looker Studio
  - BigQuery
  - Power BI
- Project Management Tools:
  - JIRA
  - Asana
- Salesforce Marketing Cloud
- Salesforce Case Management

SKILLS

- Product Strategy & Development
- Cross-Functional Leadership
- Stakeholder Engagement
- Process Improvement
- Self-Driven
- Data-Driven Decision Making
- Agile/Scrum Methodologies
- UX/UI Understanding
- Roadmapping and Prioritization
- Problem Solving and Decision Making

EDUCATION

BACHELOR OF SCIENCE, BUSINESS MANAGEMENT
Brigham Young University
2006 - 2012
GPA: 3.57

WORK EXPERIENCE

Senior Product Manager
Overstock.com/Bed Bath & Beyond   JAN 2023 - CURRENT

- Migrated vital services to Google Cloud Platform, reducing annual site load by over 17 billion calls.
- Accelerated email delivery by 50%, managing the sending of 40 million emails in just 2 hours.
- Pioneered detailed email tracking, attributing $90 million in annual revenue.
- Orchestrated services launch from Overstock.com to Bed Bath and Beyond, engaging 45 million customers via 278 touchpoints.

Product Manager
Overstock.com/Bed Bath & Beyond   FEB 2022 - JAN 2023

- Deployed Salesforce Omni-Channel routing for Chat and SMS, cutting agent headcount by 25% and saving $400,000 annually.
- Closed LTL Returns loophole, slashing Overstock's shipping fees by $2.1 million.
- Led the largest call center migration in Overstock's history, upgrading telephony (Five9) and workforce optimization systems (Verint), resulting in a $500,000 COGS savings in the first year.
- Co-created pioneering solutions with stakeholders, achieving a remarkable 90% reduction in Summer 2022's customer service pain score.

Vice President - Product
Real Media SLC   JAN 2021 - FEB 2022

- Developed and launched four local service-focused lead generation websites.
- Strategized product selection, built teams, and devised roadmaps for each chosen product.
- Led the migration of RSL.com, serving over two million annual users, to a new web platform.
- Effectively managed stakeholder communication, setting realistic product delivery expectations.

General Manager
Real Media SLC   JAN 2017 - JAN 2021

- Streamlined daily workflow by seamlessly integrating cutting-edge software technologies.
- Orchestrated the development and management of a requirements backlog, fostering alignment among internal stakeholders and development teams.
- Directed and mentored a dynamic product team of four direct reports, fostering their professional growth and aligning their efforts with strategic objectives.
- Implemented agile methodologies within the product team, optimizing collaboration and productivity, resulting in streamlined workflows and accelerated project deliveries.

Digital Product Manager
Real Media SLC   JUN 2014 - JAN 2017

- Managed a backlog of over 300 tickets across diverse clients and departments.
- Spearheaded product creation and merger strategies for eight sports and entertainment companies.
- Researched, planned, and developed websites for SLC's largest media group.

Digital Content Coordinator
Real Salt Lake   MAR 2013 - JUN 2014

- Developed and upheld the club's portfolio of websites.
- Elevated digital presence to a league-leading position, securing a 2nd place ranking.
- Orchestrated social media management, serving as the public voice and brand ambassador for RSL across platforms.