



Tami Jo Benson

OPERATIONAL LEADER

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PROFILE

Trusted Product and Operations leader with 11-year proven record leading teams with high quality and on-time delivery. Relentlessly resourceful in solving complex problems with insightful solutions for customers. Confident navigating new technologies and iterating amidst ambiguous, fast-paced start-up environments.

SKILLS

Team Leadership
Culture Change
Creative Problem-Solving
Program Management
Detailed Analysis
Process Development

WORK EXPERIENCE

YOUTH SUMMIT EVENT PRODUCER

California 100 Initiative

2022 - 2023

Envisioning the future of California in the next 100 years

- Developed and launched the first ever Youth Futures Summit
- Partnered with youth leaders, activists and organizers to celebrate a Youth Manifesto at the steps of the State Capitol

PRODUCT DIRECTOR

Metavent

2020 - 2021

Virtual Events SaaS Platform

- Designed product development process for 0 to 1 SaaS platform, defining the product roadmap, backlog, prioritization matrix, and feature validation criteria, launching 6 new features in 5 months
- Drove team to deliver new 3D venue technology reducing processing time by 99%
- Led insights, requirements, scope, and feasibility to C-level suite and stakeholders throughout the development process

EVENT OPERATIONS MANAGER

Maker Faire

2012 - 2019

Innovation Festival with 100k attendees & 900+ vendors

- Orchestrated operations for 25+ cross-functional teams ensuring high-quality execution during a 100% increase in attendance
- Developed strategic operational program enabling 150% growth across US and international events
- As trusted advocate for 75+ team members, fostered partnership and unity which increased customer flow efficiency by 44%

ENTREPRENEURSHIP

FOUNDER

Outspring

2022 to present

A online collection of outdoor brands for and by women

- Design and host a weekend event in the mountains of Ogden, UT showcasing women-forward outdoor solutions and entrepreneurship
- Build prototypes and develop MVP using low-code tools
- Define User Personas and feature criteria
- Establish a brand voice and go to market strategy

EDUCATION HISTORY

BS, Human Development

Brigham Young University