



Tami Jo Benson

PRODUCT MANAGER

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PROFILE

Trusted Product and Operations leader with a 10 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

Product Leadership

User Centered Design

User Stories & Personas

Specs & Wireframes

B2B2C SaaS Platform

Product Documentation

WORK EXPERIENCE

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%
- Built and facilitated product design process delivering 5 new dev-ready features in 8 weeks, including User Personas, User Stories, and PRDs
- Communicated 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 departments and vendors 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

The OutSpring

2022

A online collection of outdoor brands for and by women

- Launch product within 7 months of the initial idea
- Conduct user interviews, market analysis, product discovery, feasibility assessment for new product
- 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