

Looking to bring **5 years of cross-functional product experience** at a \$4B firm to the tech industry as a product manager. My product mindset is centered around **user-focused design thinking** with a background in **data-driven analytics** (SQL, Python, Tableau).

Education

University of Southern California, Marshall School of Business – Los Angeles, CA

May 2022

Master of Business Administration (STEM)

- Honors: Marshall Leadership Fellows Program
- Leadership: Associate Vice President of Casing, High Tech Association
- Competitions: Finalist, Pinterest Competitor Analysis and Product Case Challenge
- Membership: Marshall Data Analytics Club; Marshall Business Competition Program, Marshall Interactive Gaming Association
- Industry Training: Product Management Bootcamp

University of California, Irvine – Irvine, CA

June 2015

Bachelor of Arts, Business Administration; Specialized in Organizational Behavior & Marketing

Bachelor of Arts, Business Economics; Focus on Econometrics and other applied statistics

- Honors: *cum laude*, Chancellor's Award of Distinction, Dean's Order of Merit

Experience

PARS | Public Agency Retirement Services (Public sector investment consulting firm) – Newport Beach, CA

2016 – 2020

Senior Product Analyst

- Developed and managed product strategy and roadmap for an industry disrupting pension investment tool; collaborated with cross-functional teams and launched fastest growing product in company history – \$1B+ assets under administration.
- Managed end-to-end development of enrollment portal for over 1M customers annually; conducted hundreds of user interviews to derive insights and define product requirements with an emphasis on eliminating friction; achieved 80% faster user flows.
- Created an internal product with an agile development model used by all departments, replacing 22 separate analysis tools; resulting in over 10,000 program iterations run annually, with <1% error rate.
- Conceived internal SQL tools accessed via web and led with influence to encourage adoption in workflows across company departments; completed 2M+ data pulls with 100% accuracy and internal surveys indicate 98% satisfaction.
- Introduced dollar-weighted rate-of-return KPI; interfaced with key stakeholders across departments to integrate into OKRs.
- Re-engineered data analysis model of primary product to enable instant calculation results while accounting for over 1,000 independent variables; utilized in over 2,000 analyses and tracks over \$100M in annual revenue.
- Launched a complete product marketing refresh, including all consumer-facing publications and marketing efforts, across all company products, unifying all company brands; surveys indicate 90% approval, citing stronger, clearer messaging.

Global Connect @ UCI (An educational initiative) – Irvine, CA

2013 – 2015

Editor-at-Large & Undergraduate Lead

- Headed product development for a series of 15 textbooks and 100+ lesson plans, expanding globalization and international studies in secondary schools; piloted to 10,000+ students and implemented curriculum at 100+ school districts nationwide.
- Directed research and design teams of 200+ interns and supervisors annually, including training on presentation skills and slide deck development.

Chancellor's Economist, Department of Economics – Irvine, CA

2014 – 2015

Lead Research Assistant

- Designed preliminary regression models with over 1M data points for a national study on age discrimination.
- Published in 100+ academic journals including Harvard Business Review and The National Bureau of Economic Research.

Skills & Projects

- Certificates: Digital Product Management: Modern Fundamentals; SQL for Data Science; Getting Started with Python
- Projects: Kawaii Boba Stickers: Top 5 on iMessage app store. Conceived/launched during March 2020. Over 2,000 DAUs; www.bensonlao.com: Fully responsive custom site, integrated with Google Analytics and Google Workspace.
- Software & Skills: Tableau, Python, SQL, Excel, JIRA, Notion, VBA, R, STATA, MATLAB, Figma, Creative Cloud, Agile, Scrum, Design Thinking, Problem Scenarios, Lean Startup, Storyboards, User Personas, A/B Testing