

Benjamin Le Cam

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PROFESSIONAL SUMMARY

Senior Product and GTM Strategic leader with over 15 years of experience building SaaS, marketplace, and AI-driven platforms. Proven track record driving adoption, retention, and revenue through automation, experimentation, and monetization. Led products serving enterprise and SMB users across logistics, e-commerce, and platform software. Strong focus on measurable impact, operational efficiency, and scalable systems.

PROFESSIONAL EXPERIENCE

Independent Consultant | Philadelphia, PA

Senior Product Manager and Product Strategy Consultant | June 2024 - Present

- Led end-to-end product delivery for SaaS and e-commerce platforms from discovery to launch.
- Built and launched benjaminlecam.info, a full personal website including an integrated AI chatbot, developed using vibe coding techniques and modern AI tools.
- Owned enterprise corporate website launch. Defined roadmap, PRD, and launch plan.
- Deployed an LLM-based support chatbot. **Reduced support ticket volume by 80%.**
- Redesigned onboarding flows. Increased activation and early retention across client products.
- Ran ongoing A/B tests across signup, activation, and conversion funnels.
- Advised founders and exec teams on roadmap prioritization and growth strategy.
- Built KPI dashboards tracking MAU, activation rate, retention, and feature adoption.
- Managed and coached junior PMs on discovery, execution, and delivery cadence.

Cargomatic | San Francisco, CA

Group Product Manager (Promoted from Sr PM) | August 2021 - May 2024

- Owned carrier platform for a real-time B2B logistics marketplace.
- **Grew carrier engagement from 8% to 90%** by redesigning workflows and self-serve tools.
- Built and launched an OCR and ML-based document validation pipeline using Amazon Rekognition. **Reduced manual Finance review time by 70% and error rates by 20%.**
- **Shipped 35+ features** across web and mobile, covering onboarding, payments, tracking, and daily operations.
- **Reduced support tickets by 26%** through improved product quality, and in-product guidance.
- **Increased customer satisfaction scores by 45%.**
- **Improved signup completion by 15%** through funnel experimentation and UX optimization.
- Launched faster payout options through payment API integrations.
- **Drove 2% revenue lift** through retention improvements and payment enhancements.

ViewShaper | San Francisco, CA

Co-Founder & Head of Product | September 2019 - July 2021

- Built a two-sided marketplace **from zero to 1,000+ paid transactions within six months.**
- Defined product vision, monetization model, and go-to-market strategy.
- Led UX, growth experiments, and pricing strategy.
- **Reduced checkout abandonment by 25%** through funnel redesign and testing.
- **Increased repeat usage and retention by 15%** through pricing and packaging experiments.
- Led engineers and designers through semimonthly delivery cycles.

Independent Consultant | San Francisco, CA

Product & Strategy Consultant | November 2018 - August 2019

- Delivered SaaS, streaming, and e-commerce platforms for U.S. and EU clients.
- Built and launched a live audio streaming platform with subscription monetization.
- Shipped multiple e-commerce storefronts with full checkout and payment flows.
- **Drove 20% growth in recurring revenue** through UX optimization and feature tuning.

ZoraBots | San Francisco, CA

VP America, Business Development and Marketing | April 2017 - October 2018

- Developed robot-based apps specifically designed for children with autism, translating clinical and educational needs into software features.
- **Grew revenue by 250%** within one year.
- **Expanded partner network by 5×** across North and Latin America.
- **Increased inbound leads by 40%** through brand and website rebuild.
- Closed enterprise robotics deals and led full sales cycles.

SoftBank Robotics America | San Francisco, CA

Project Manager | November 2016 - March 2017

- Led field deployment of humanoid robots across retail and public environments.
- Coordinated hardware and software delivery across engineering teams.
- Collected user feedback and translated insights into product improvements.

EARLIER EXPERIENCE

Product & Marketing Consultant, Independent Consultant, *Paris, France* | Oct 2014 - Oct 2016

Managed product roadmaps, UX design, and marketing strategies for diverse clients.

International Product Marketing Manager, SoftBank Robotics, *Paris, France* | July 2013 - September 2014

Reduced setup time by 75% and support calls by 40%.

Product Marketing Manager, La Poste, *Paris, France* | February 2012 - February 2013 | Short-Term Contract

Project Marketing Manager, LexisNexis, *Paris, France* | October 2010 - December 2011 | Internship

EDUCATION & CERTIFICATIONS

Master's Degree in Strategic Marketing, ESM-A Paris, France | 2011

Master's Degree in Foreign Languages and Business, University of Cordoba, Spain | 2010

Bachelor Of Arts in Marketing, University of Hull, United Kingdom | 2009

Artificial Intelligence Fundamentals Certification, IBM | 2024

Career Essentials in Generative AI Certification, Microsoft | 2024

Introduction to Generative AI Certification, Google Cloud | 2024

AREAS OF EXPERTISE

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|------------------------|-----------------------------|--------------------------|--------------------------|
| ✓ Product Strategy | ✓ Marketplace Strategy | ✓ User Research | ✓ Roadmapping |
| ✓ Product Discovery | ✓ A/B Testing | ✓ Feature Prioritization | ✓ Growth and Retention |
| ✓ Performance Tracking | ✓ Platform and API Products | ✓ Agile & Scrum | ✓ Data Analytics |
| ✓ AI/ML Products | ✓ Conversion Optimization | ✓ Stakeholder Management | ✓ Data Analytics and KPI |

TOOLS & SOFTWARE

Jira, Confluence, Figma, Mixpanel, Tableau, Heap, Pendo, Google Analytics, Miro, Google Workspace, Microsoft Office,...