

Benjamin Le Cam

(415) 769-7523 · benjamin.lecam@gmail.com · linkedin.com/in/benjaminlecam · benjaminlecam.info

PROFESSIONAL SUMMARY

Lead Product Manager with 8+ years of experience building SaaS, marketplace, and AI-powered products. At Cargomatic, I grew carrier platform engagement from 8% to 90%, led a team of 2 PMs, and shipped 35+ features across web and mobile, earning a promotion to Group PM. Track record of 0→1 product builds, platform-scale delivery, and measurable growth across logistics, e-commerce, and AI/ML products.

PROFESSIONAL EXPERIENCE

FanDuel | Philadelphia, PA

October 2025 – Present

Senior Product Manager (Contract)

- Owned product roadmap and feature prioritization for FanDuel's corporate and marketing website, leading a cross-functional team of 8 engineers and 1 designer.
- Developed and launched the website end-to-end, **growing DAU from 1,000 to 25,000+ within 3 months.**
- **Grew average session engagement from 30 seconds to 2+ minutes** through SEO strategy, content improvements, and UX iterations.
- **Drove 30% increase in organic visitors** through targeted SEO and content optimization.

Independent Consultant | Philadelphia, PA

June 2024 – Present

Senior Product Manager & Product Strategy Consultant

- Delivered end-to-end product strategy and execution for SaaS and e-commerce clients, from discovery through launch.
- Deployed LLM-based support chatbot, **reducing support ticket volume by 80%.**
- Redesigned onboarding flows, improving activation rates and early retention across multiple client products.
- Ran A/B tests across signup, activation, and conversion funnels; built KPI dashboards tracking MAU, activation, retention, and feature adoption.
- Advised founders and exec teams on roadmap prioritization, go-to-market strategy, and team structure. Managed and mentored junior PMs on discovery, execution, and delivery cadence.

Cargomatic | San Francisco, CA

August 2021 – May 2024

Group Product Manager · Promoted from Senior PM

- Owned the carrier-side product for a real-time B2B freight marketplace, leading a team of 2 PMs across web and mobile.
- **Grew carrier platform engagement from 8% to 90%** by redesigning self-serve workflows and onboarding, the platform's defining growth metric.
- **Shipped 35+ features** across onboarding, payments, tracking, and daily operations.
- Built OCR and ML-based document validation pipeline, **cutting Finance review time by 70%** and **error rates by 20%.**
- **Increased customer satisfaction scores by 45%** and **reduced support tickets by 26%** through in-product quality improvements and contextual guidance.
- **Improved signup completion by 15%** through funnel experimentation and UX optimization.
- Launched faster payout options via payment and platforms API integrations, driving retention improvements and revenue lift.

ViewShaper | San Francisco, CA

September 2019 – July 2021

Co-Founder & Head of Product

- **Built a two-sided marketplace from 0 to 1,000+ paid transactions within 6 months.**
- Defined product vision, monetization model, pricing strategy, and go-to-market.
- **Reduced checkout abandonment by 25%** through funnel redesign and A/B testing.
- **Increased repeat usage and retention by 15%** through pricing and packaging experiments.
- Led cross-functional team of engineers and designers through bi-weekly delivery cycles.

Product & Strategy Consultant

- Built and delivered SaaS, streaming, and e-commerce products for U.S. and EU clients.
- Built and launched a live audio streaming platform with subscription monetization.
- **Grew recurring revenue 20%** through UX optimization and feature iteration.

ZoraBots | San Francisco, CA

April 2017 – October 2018

VP Americas - Business Development & Marketing

- Translated clinical and educational requirements into software features for robot-based applications serving children with autism.
- **Grew revenue 250% in one year** and **expanded partner network 5x** across North and Latin America.
- Closed enterprise deals with school districts and healthcare institutions; led full sales cycles.

SoftBank Robotics America | San Francisco, CA

November 2016 – March 2017

Project Manager

- Led field deployment of humanoid robots across retail and public environments.
- Gathered user feedback and translated insights into product improvement recommendations.

EARLIER EXPERIENCE

Independent Consultant | Paris, France

Oct 2014 – Oct 2016

Product & Marketing Consultant

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

SoftBank Robotics | Paris, France

International Product Marketing Manager

Jul 2013 – Sep 2014

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

La Poste | Paris, France

Feb 2012 – Feb 2013

Product Marketing Manager

LexisNexis | Paris, France

Oct 2010 – Dec 2011

Project Marketing Manager

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

Vibe Coding Bootcamp: Build Any App, Game or Website with AI · Udemy

2026

Introduction to Generative AI · Google Cloud

2024

AREAS OF EXPERTISE

Product Strategy · Roadmapping · Product Discovery · Feature Prioritization · A/B Testing & Experimentation · Growth & Retention · Conversion Optimization · Marketplace & Platform Products · AI/ML Products · API Products · User Research · Data Analytics & KPIs · Agile & Scrum · Stakeholder Management

TOOLS & SOFTWARE

Jira · Confluence · Figma · Mixpanel · Amplitude · Tableau · Heap · Pendo · Google Analytics · Miro · SQL · Google Workspace · Microsoft Office