

Benjamin Le Cam

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PROFESSIONAL SUMMARY

Marketplace and AI-native product leader with 8+ years building SaaS and consumer platforms at scale. Currently at FanDuel, where I developed, launched, and grew a corporate website from 1,000 to 25,000+ daily active users in three months through SEO, content strategy, and UX iteration. Previously at Cargomatic, I grew carrier platform engagement from 8% to 90% and led a team of 2 PMs. I test concepts with AI prototypes and user feedback early so engineering starts with validated ideas, not guesses. Fluent in English, French, and Spanish. Based in Philadelphia, open to remote roles and selective relocation.

PROFESSIONAL EXPERIENCE

FanDuel | Philadelphia, PA

October 2025 – Present

Lead 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.
- **Grew daily active users from 0 to 25,000+ within 3 months** through SEO strategy, AEO integration, and content-driven UX.
- **Grew average session engagement from 30 seconds to 2+ minutes** by mapping customer pain points to content gaps and iterating on site architecture.
- **Drove 30% increase in organic traffic** by optimizing site structure, implementing semantic markup, and building content for AI answer engines alongside traditional search.

Independent Consultant | Philadelphia, PA

June 2024 – September 2025

Lead Product Manager & Product Strategy Consultant

- Delivered end-to-end product strategy and execution for three clients (SaaS and E-commerce)
- Built and deployed an LLM-based support chatbot for one client, **reducing support ticket volume by 70%** within weeks and **improving user activation rates by 18%**.
- Redesigned onboarding flows, improving activation rates and early retention through funnel audits and iterative UI testing.
- 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 sequencing, and product team structure.

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 platforms.
- **Grew carrier platform engagement from 8% to 90%** by redesigning self-serve workflows, improving onboarding clarity, and building the Carrier platform/mobile app to surface actions needed to get paid faster.
- **Shipped 35+ features** across onboarding, payments, tracking, and daily operations while maintaining quality and managing technical debt.
- Built OCR and ML-based document validation pipeline using Amazon Rekognition, **cutting Finance review time by 70%** and **error rates by 20%**. Implemented confidence scoring and flagging logic to balance automation with human review for compliance.
- **Increased customer satisfaction scores by 45%** and **reduced support tickets by 26%** through in-product quality improvements and contextual guidance.
- **Improved signup completion rates by 15%** through funnel experimentation and UX optimization
- Launched faster payout options via payment platform integrations and built a public API for TMS partners to reduce manual data entry and syncing errors across carrier systems.

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** by focusing on core value and iterative UX.
- Defined product vision, monetization model, pricing strategy, and go-to-market positioning through customer and competitive research.
- **Reduced checkout abandonment by 25%** through A/B testing, and multi-step flow consolidation.
- **Increased repeat usage and retention by 15%** through experiments that lowered friction for first-time users.

Independent Consultant | San Francisco, CA

November 2018 – August 2019

Product & Strategy Consultant

- Built and delivered SaaS, streaming platform, and e-commerce products for U.S. and European clients.
- Launched a live audio streaming platform with subscription monetization model, **growing 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 from discovery through implementation.
- Built marketing materials and website without budget by partnering with university students on a real-world case, producing videos, brochures, and email campaigns that measurably increased lead quality.

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 from early adopters and translated insights into product improvement recommendations for core platform.

EARLIER EXPERIENCE

SoftBank Robotics | Paris, France

July 2013 – September 2014

International Product Marketing Manager

- Reduced device setup time by 75% and inbound support calls by 40% through streamlined documentation and in-app guidance.

La Poste | Paris, France

February 2012 – February 2013

Product Marketing Manager

LexisNexis | Paris, France

October 2010 – December 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

Introduction to Generative AI | Google Cloud

2024

LANGUAGES

French (Fluent), English (Fluent), Spanish (Professional)

AREAS OF EXPERTISE

Product Strategy | Marketplace & Platform Products | AI-Native Product Development | Product Discovery & Customer Research | Feature Prioritization & Roadmapping | Growth & Engagement | Retention & Monetization | A/B Testing & Experimentation | Two-Sided Network Effects | API Products & Integrations | Team Leadership & Mentorship | Cross-Functional Collaboration | Agile & Scrum | Stakeholder Management

TOOLS & SOFTWARE

Figma | Jira | Confluence | Mixpanel | Amplitude | Tableau | Heap | Pendo | Google Analytics | Miro | Claude | Cursor | Statsig | Google Workspace | SQL | Segment