

Ben Garves

Leader in Digital and Growth Product Management

New York, NY · [linkedin.com/in/bengarves](https://www.linkedin.com/in/bengarves) · bengarves.com

NOW **Senior Product Manager - User Acquisition**, Udemy/Coursera · Since December 2025
Founder and CEO, The GoodApps Company · Since July 2026

PREVIOUSLY **Director of Product Management**, Gannett USAToday · May 2023 – December 2025
Bloomberg LP, SolarWinds, Benefitfocus

15+ years of experience as a Product Manager overseeing roadmaps for digital products, including websites, mobile apps, and enterprise SaaS applications. Career focus on CMS development, the AI transition, product-led audience growth, A/B testing, and the changing SEO/AIO landscape. Certified full-stack engineer (bootcamp, 2025).

Highlights

- 57% Fully mitigated 57% YoY organic search traffic loss.
 Udemy/Coursera, Senior Product Manager - User Acquisition
- 10 Led a team of 10, including Product Managers, SEO analysts, and Marketing ICs.
 Gannett USAToday, Director of Product Management
- +17% My A/B tests raised subscription rates (+17%), CTR (+38%), and pages per session (+19%).
 Gannett USAToday, Director of Product Management
- +37% A/B and multivariate tested for landing page conversion rate optimization (+37%).
 Bloomberg LP, Digital Product Manager
- 32 Designed, produced, and launched 32 marketing-focused websites (3M+ MAU).
 Bloomberg LP, Digital Product Manager

Work experience

- | | |
|---------------------------------|---|
| December 2025 – Present | Senior Product Manager - User Acquisition
Udemy/Coursera <ul style="list-style-type: none">• Fully mitigated 57% YoY organic search traffic loss.• Redesigned top-of-funnel content aggregation pages to align with user intent.• Founded and led the new user acquisition vertical.• Standardized KPIs and reporting, set and tracked quarterly and annual SMART goals.• Scoped and stack-ranked initiatives using RICE, SWOT and weighted decision matrices.• Increased crawl efficiency by 61%, resulting in a 63% lift in indexed pages.• Ecosystem of 15.78M pages with \$261M annualized GMV and 283M annual visitors.• Stabilized Core Web Vitals, with global CLS and LCP wins.• Built LLM pipelines to summarize UGC into high-authority content across the platform. |
| July 2026 – Present | Founder and CEO
The GoodApps Company <ul style="list-style-type: none">• Building apps that put users first and a benefit to society.• Fighting enshittification of software.• Career App is a spam-free LinkedIn alternative.• MissedTakes rates the accuracy of professional pundits in sports, news, and politics.• Buckler (Beta) is a training app for ultramarathon runners.• Goldi (Alpha) is a comfort app, helping people dress for the weather and their day's activities, based on what's in their closet and a personal algorithm that understands their temperature preferences. |
| May 2023 – December 2025 | Director of Product Management
Gannett USAToday <ul style="list-style-type: none">• Led a team of 10, including Product Managers, SEO analysts, and Marketing ICs.• Set KPIs and OKRs, hired and coached team members to achieve their aligned goals.• Achieved leadership's goals for revenue growth and budget adherence.• Product team ran a 7M+ MAU content ecosystem.• Marketing team's purview included social (+1M followers) and email (+2M subscribers). |

- Conducted user research and market analysis to set product strategy.
- Advocated for and moved the engineering team from ad-hoc to Agile Scrum.
- My A/B tests raised subscription rates (+17%), CTR (+38%), and pages per session (+19%).
- Completed MVPs and proof-of-concepts to test new technologies, like CMS and CRM platforms, MarTech tools, and AI utilization.
- Oversaw replatform and data migration (proprietary CMS to WordPress Enterprise).

February 2020 –
May 2023

Digital Product Manager Bloomberg LP

- Designed, produced, and launched **32** marketing-focused websites (**3M+** MAU).
- Managed mobile-first design systems.
- A/B and multivariate tested for landing page conversion rate optimization (+37%).
- Architected and used features that personalized landing pages, increasing CTR by **61%**.
- Operated as Scrum Master, running Agile Scrum ceremonies with **15** engineers and **6** PMs.
- Worked with governance and legal teams on data privacy law compliance features.
- Data-driven decision-making through Google Analytics, Looker dashboards, and A/B tests.

August 2014 –
February 2020

Senior Product Manager SolarWinds

- Launched a gamified forum for support case deferral (CMS) and customer education (LMS).
- Evangelized products within the community and communicated new features.
- Practiced product storytelling through feature explainers, customer education sessions, industry events, podcasts, public speaking, and webinars.
- Managed and iterated a public-facing product roadmap.
- Collaborated with business leaders, developers, support, sales, and internal stakeholders.
- Generated buy-in for ideas and delivered on-time and on-budget features.
- Allocated team budget, ran vendor contract negotiations, and day-to-day vendor operations.
- Used technical writing skills to create documentation and playbooks for feature adoption.
- Managed QA process and user acceptance testing (UAT) program.

July 2012 –
August 2014

Staff Product Manager Benefitfocus

- Oversaw **product strategy** and **positioning**, aligning **market demand** and **differentiators**.
- Championed **process improvement** to **gain efficiencies**, from the **go-to-market strategy** to the **feature delivery pipeline**.
- Managed **QA process** and user **acceptance testing (UAT)** program.

February 2010 –
July 2012

Project Manager Appen Butler Hill PMO

- Ran end-to-end localization and data validation projects spanning **52** global markets.
- Developed proprietary AI and ML data analysis tool offerings for companies like Facebook, Google, Twitter, and eBay.
- Wrote project plans and Gantt charts with thousands of dependencies across multiple teams, then implemented and ran those projects.
- Headed our special projects division, providing customized beta services and pilot projects for new clients and existing partners looking to test innovative approaches.

January 2006 –
February 2010

Audit Manager Destination Hotels and Resorts

Work Examples

9 project briefs and 23 engineering tickets from Udemy. Read each one at bengarves.com/work.

PRDs and Initiatives

Page Redesign; AI Innovation - Metadata; AI Innovation - Overviews; New Page Templates; Taxonomy Expansion; Proof of Concept and MVP Projects; Configuration Cleanup; Tool Onboarding; Localization and Translation

Engineering Tickets

Epics

Redesign Page Template; CWV Cleanup; Sitemap Refactor

Technical Debt

Update robots.txt File; Add lastmod to Sitemap; Tool Configuration Update; De-Index Homepage Cannibals; Page-Level noindex for Non-Pagination Faceted URLs

<i>Backend and Population</i>	Filter x Filter; Related Searches; Related Certifications; Blog; Relevant Skills
<i>Spikes</i>	Tool Exploration; Localization Research; Sitemap Refactor Research; Load Strategy Research
<i>Frontend Builds</i>	Filter x Filter Module; Related Searches Module; Relevant Skills Module; Popular Instructors Module; Related Certifications Module; Related Blog Articles Module

Skills and Tools

Project and Product Management	Experimentation and Testing	OTT and Streaming
Airtable · Asana · Confluence · GTM strategy · Jira · Miro · Monday · MS Project · MVP planning · POCs · SharePoint · Smartsheet · Trello · Visio · Zendesk	A/B and Multivariate Testing · AB Tasty · Adobe Target · Amplitude · Clarity · Crazy Egg · Hotjar · Kameleoon · Optimizely · Tapen	OTT: Kaltura · OBS Studio · Streamlabs · Vidyad · Vimeo OTT · Wistia Streaming: Facebook Live · Instagram Live · Rumble · TikTok Live · Twitch · Twitter #GoLive · YouTube Live
CMS and Enterprise Tools	AI, ML, and LLM	Ads, Affiliate, and Monetization
Adobe Experience Manager · ADP · Drupal · Contentful · FluentCRM · HubSpot · iCIMS · Mailchimp · MailerLite · NetSuite · Salesforce · Shopify · Sitecore · Squarespace · Webflow · Wix · WordPress · Workday · Zoho	ChatGPT · Claude · Claude Code · Copilot · Custom GPTs · DeepSeek · Gemini · Perplexity · Toqan · Delphina	AdSense · Amazon Associates · Awin · CJ Affiliate · ClickBank · Impact · MaxBounty · Media.net · Outbrain · Rakuten · Skimlinks · Taboola
Code and Dev Tools	UX/UI and Design	Community Engagement and Gamification
Algolia · Algorithm Development · API Integrations · AWS S3 · AWS SES · C · DevOps · Elasticsearch · Express.js · Git · HTML/CSS · JavaScript · OpenAPI · PostgreSQL · Python · React.js · Responsive Design · REST APIs · SQL · SSO · Swagger · TypeScript · Web Security · Zapier	Adobe XD · Balsamiq · Canva · Figma · InVision · Zeplin	BuddyBoss · BuddyPress · Bunchball Nitro · FluentCommunity · GamiPress · Gleam · JiveX · Khoros · SurveyGizmo · SurveyMonkey · Youzify
Analytics, Tracking, and Dashboards	App Development	Administrative
Ahrefs · BrightEdge · Firebase · Google Analytics · Google Search Console · Looker Studio · Power BI · Qattr · Qlik Sense · Semrush · Tableau	Appsmith · Bubble · FlutterFlow · Glide	Both the Microsoft and Google administrative ecosystems, including Outlook/Gmail, Slides/PowerPoint, Excel/Sheets (with advanced functions), and Word/Docs.
Marketing Channels		
Amazon SNS · Gleam · Hootsuite · Klaviyo · Later · Mailchimp (+SMS) · Pushly · Sprinklr · Sprout · Substack · Twilio · Zoho		

Certifications and Education

Certifications	Education
Product Management: An Introduction , IBM and Coursera · May 2026 · Credential ID FD2TINWLXLIN	Whitworth University , Undergraduate coursework, 2009
Full-Stack Developer Professional Certification , Codecademy · February 2026 · Credential ID 697BCFB421	

Portfolio

<i>Corporate Brand, Recruiting, and HCM:</i> Bloomberg LP, Bloomberg Careers, Tech at Bloomberg
<i>eCommerce and Apps:</i> BuckUp, Bloomberg Connects, Feroce Fitness, London Mithraeum Bloomberg SPACE
<i>Fintech and Financial Products:</i> Bloomberg Professional Services, Bloomberg Indices, Bloomberg NEF, Bloomberg Terminal
<i>Gamification and Community:</i> THWACK Bracket Battles, THWACK
<i>AI, LLM, and ML:</i> Appen, Bloomberg AI
<i>Localization:</i> Bloomberg China, Bloomberg Japan
<i>NGOs and Social Causes:</i> Love City Strong, CFLI, Bloomberg CityLab
<i>OTT Streaming and Live Events:</i> THWACKcamp, Bloomberg OTT Streaming, Bloomberg Live, Bloomberg New Economy, ADAPT
<i>Publishing and Legacy Media:</i> USAToday, Camera Reviews Online, Reviewed, WODDITY
<i>SaaS Tools and Marketplaces:</i> Benefitfocus 3, Studio - Film Deep Dive - 2, Studio Dash, Udemy Home Page, Udemy Course Page, Udemy Topic Page Course Listings, Udemy Topic Page Course Carousels, Udemy JavaScript Topic Page

Who I've Helped

Meta, Gannett, Microsoft, USA Today, Bloomberg, Reviewed, SolarWinds, Project InnerSpace, Appen, Benefitfocus, MQ Foundation, BuckUp, Udemy, Coursera