

BENJAMIN PALITZ

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EXECUTIVE SUMMARY

Product leader with 10+ years driving strategy and execution across Fortune 500 enterprises and high-growth startups. Track record of building and scaling mission-critical platforms — from 0-1 geospatial operations systems serving thousands of field workers to consumer hardware lines generating \$50M+ in revenue. Delivered \$10M+ in lifecycle savings through digitized workflow transformation at National Grid. Combines deep technical fluency (IoT, ML/AI, enterprise integrations) with customer-obsessed discovery practices and a bias toward shipping. Experienced leading cross-functional teams through complex regulatory environments, vendor ecosystems, and multi-state rollouts.

EXPERIENCE

Principal Product Manager

National Grid | Nov 2022 – Present

- Drove **\$10M+ in lifecycle savings** by scaling a digitized workflow management system that reduced work closing time from **77 days to 1.5 days** across operations territories
- Built and launched **0-1 geospatial workflow and outage management platform** with location-based dispatching, real-time job tracking, and supervisor review — integrating hardware, GIS, OMS, and SAP across multiple service territories
- Launched **0-1 mobile outage dispatch platform** enabling field crews to restore power to critical infrastructure, reducing emergency restoration response times and improving coordination during major weather events
- Defined MVP scope and led discovery to **replace legacy asset inspection system**, authoring requirements and specs for custom workflows and automations across enterprise systems (SAP, GIS, OMS) with vendor partners
- Championed **AI integration into daily workflows** as part of a product-led digital transformation, developing product management capabilities across the org through hands-on training and mentoring of product owners
- Navigated **complex multi-state regulatory requirements**, ensuring compliance across jurisdictions while maintaining delivery velocity

Lead Product Manager

Oblong Inc. | Jan 2022 – Nov 2022

- Shipped **real-time collaboration MVP in 4 months** — replacing traditional screen-sharing with true simultaneous multi-user interaction, leveraging AI-powered design and development workflows to compress timelines
- Integrated **ML/AI capabilities into core product**, enhancing platform intelligence and user experience for enterprise collaboration use cases

Digital Product Lead

Sleepme Inc. (\$50M+ revenue) | Nov 2020 – Jan 2022

- Drove **15% revenue growth** during a global supply chain shortage by optimizing product positioning, pricing strategy, and conversion funnels across DTC channels
- Led **hardware product line expansion and ML-enabled software features**, translating customer insights into product innovation that improved retention and satisfaction
- Executed simultaneous **eCommerce platform rebuild + full rebrand** migration, accelerating search rankings post-launch while maintaining business continuity
- Launched **0-1 third-party marketplace**, expanding distribution beyond DTC and opening new revenue streams

Senior eCommerce Product Manager

IntuitSolutions | Nov 2016 – Nov 2020

- Delivered **30+ eCommerce storefronts and marketplaces** across Shopify, BigCommerce, and headless platforms, managing cross-functional teams from discovery through launch

- Led **12+ end-to-end platform migrations**, modernizing client infrastructure for scalability, performance, and improved UX
- Built **white-label app and add-on solutions** for eCommerce clients, creating reusable product offerings that scaled delivery efficiency
- Created **delivery playbooks and cross-functional rituals** that became standard operating procedures, enabling the team to scale client implementations systematically

SKILLS & TOOLS

Strategy & Execution: Product vision & roadmapping, 0-1 builds through scale, go-to-market planning, OKR definition, rapid prototyping

Discovery & Research: User research, customer journey mapping, competitive analysis, stakeholder alignment, requirements & spec authoring

Analytics: A/B testing, cohort & funnel analysis, product analytics, user behavior pattern extraction, data-driven prioritization

Enterprise: SAP, GIS, OMS integrations, vendor management, regulatory compliance, multi-state rollouts, cross-team alignment

AI & Technical: LLM-powered workflows, prompt engineering, ML feature integration, IoT systems, headless & composable architecture

EDUCATION & CERTIFICATIONS

B.S., Advertising | Suffolk University, Boston, MA | 2014

Certified Scrum Master (CSM) | **SAFe Agilist 6**