

Ben Siegel

Product Manager | Technical Product Owner
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SUMMARY

Product manager who owns a portfolio of 13 platform integrations and has a record of measurable wins: compressed client onboarding from 4–6 weeks to 1–2, and lifted product engagement 25% through structured experimentation. I came up through engineering as a full-stack and Salesforce developer, so I work directly with engineers and partners rather than over the wall. I am also the solo founder of a profitable SaaS with 117+ users and zero churn, where I set the pricing, ran the launch, and own the whole product myself.

CORE COMPETENCIES

Product Management: Product strategy & roadmapping, backlog ownership & prioritization, user stories & acceptance criteria, requirements & prototyping, customer discovery & JTBD research, pricing & positioning, product lifecycle management, launch & GTM, KPI definition & product analytics

Agile Delivery: Scrum ceremonies (sprint planning, standups, retros), release planning, UAT, A/B experimentation, stakeholder & partner management, cross-functional team leadership, Jira & Confluence

Salesforce Platform: Sales Cloud, Financial Services Cloud (FSC), Experience Cloud (portals), nCino; Salesforce Certified Administrator & Associate

Technical: REST/SOAP APIs & integration architecture, SQL/SOQL, Postman, React, Supabase, full-stack development background

Tools: SharePoint, WebEx, GoToMeeting, Skype for Business, Slack, Microsoft 365; remote-first across distributed, multi-timezone teams

PROFESSIONAL EXPERIENCE

Product Manager, Integrations

Mar 2026 – Present

Practifi (Salesforce-native wealthtech CRM) — Remote

- Own a portfolio of 13 partner integrations connecting Practifi to the wealth-management ecosystem (Addepar, Schwab, Orion, Black Diamond, Tamarac, eMoney, Fidelity), 4 of them custom-built and maintained in-house.
- Lead 2 engineers across roadmap, prioritization, and delivery, including a centralized Integration Hub and custom ownership-structure solutions (trust hierarchies, entity mapping, percentage ownership) for UHNW clients.
- Act as functional and technical owner for partner integrations: align delivery, prep Practifi for partner releases, and tailor partner-built Salesforce apps to our data model.
- Run the full integration lifecycle from intake through release sign-off, including the API, data-model, and configuration documentation partners and clients depend on.
- Work across Engineering, Partnerships & Alliances, Client Success, Sales, and Marketing to ship on time and set clear client expectations.

Go-To-Market Platform Engineer

Jun 2025 – Feb 2026

Practifi — Remote

- Built Practifi's sales demo system so prospects could trial the platform and Sales could run end-to-end demos (event setup, mock integration data, process flows) from one environment.
- Owned and prioritized the GTM platform roadmap; configured and troubleshot the CRM to improve usability and adoption.
- Validated feature impact with platform usage data and customer feedback.

Salesforce Business Growth Consultant

Nov 2024 – Jun 2025

Practifi — Remote

- Designed a repeatable onboarding plan and script that compressed client onboarding from 4–6 weeks to 1–2.
- Ran an A/B experimentation program that lifted product engagement 25%.
- Built production features in Salesforce Lightning Web Components (LWC) and JavaScript to ship experiment winners.

- Coordinated Engineering, Design, Marketing, and Sales through Agile to prototype, test, and launch growth experiments.

Salesforce Functional Business Analyst

May 2023 – Nov 2024

Practifi — Remote

- Served as product liaison between stakeholders and engineering, turning requirements into user stories and acceptance criteria.
- Ran discovery workshops, user interviews, and gap analyses; managed backlog and sprint planning.

Founder & Product Lead

2024 – Present

ChoreStar (chorestar.app) — gamified family chore SaaS

- Took the product from idea to launch solo on React and Supabase: 117+ users, paying subscribers, and zero churn to date.
- Set pricing and positioning from scratch and ran the launch, including Product Hunt and early customer acquisition.
- Own the entire product across web and iOS: research, design, build, launch, support, and growth.

Salesforce & nCino Business Analyst

May 2021 – Apr 2023

West Monroe Partners — Minneapolis, MN

- Built and configured Sales Cloud, Financial Services Cloud, nCino, and Experience Cloud portals for financial-services clients.
- Ran requirements gathering and current-state/future-state workshops, weighing feasibility, user experience, and business value in solution design.
- Managed delivery across multiple concurrent client engagements (roadmaps, sprint planning, release schedules) using Agile/Scrum.

Salesforce Developer

Apr 2019 – May 2021

U.S. Bank — Minneapolis, MN

- Delivered sprint commitments on an Agile team for the Business Loan Transformation initiative; ran daily standups and retrospectives.

Front-End Developer

2011 – 2019

ICF Olson, Thomson Reuters, Ameriprise, Digital River

- Built customer-facing web and e-commerce experiences for enterprise brands on Agile teams using Git and Jira.

EDUCATION & CERTIFICATIONS

B.S., Web Design & Interactive Media — The Art Institutes International Minnesota

Full-Stack Software Engineering Certificate — Prime Digital Academy

- Salesforce Certified Administrator
- Salesforce Certified Associate (Active)
- Certified ScrumMaster (CSM), Scrum Alliance — in progress, expected July 2026