

BEN KROFT

// SENIOR PRODUCT MANAGER | ENTERPRISE PLATFORMS + DATA PRODUCTS

Knoxville, TN | 219.242.0347 | bmkroft@gmail.com | benkroft.com

Senior Product Manager with 8+ years across product, UX, and software delivery, leading data-intensive enterprise platforms that support **more than 8 billion gallons of annual fuel sourcing**. Led the combined rollout of forecasting and capacity-planning products that added **\$10M in gross profit over 12 months**. Brings product strategy, user research, data-platform fluency, and AI-accelerated prototyping to complex operational problems.

// EXPERIENCE

PILOT COMPANY

Senior Product Manager | Sep 2024 - Present

Product Manager | Jun 2023 - Sep 2024

PORTFOLIO LEADERSHIP Promoted to Senior Product Manager after 15 months; own strategy and roadmap for supply planning, graph optimization, price management, and logistics integrations supporting the sourcing of **8+ billion gallons of fuel annually**.

FORECASTING + CAPACITY Designed and delivered a Google Maps-based capacity-management product with a seven-person team alongside a new sales forecast. Following the July 2025 rollout, the combined products improved execution versus plan by **\$0.0011 per gallon** after normalizing for market conditions, adding **\$10M in gross profit** over the following 12 months.

FORECAST ACCURACY Replaced a six-week rolling average with a **Meta Prophet model on Databricks** trained on two years of history, reducing MAPE from **28% to approximately 13%**; led business discovery, requirements, data-engineering coordination, and downstream optimization changes.

PRICE MANAGEMENT MODERNIZATION Lead product direction for a **17-person delivery team** and data-engineering partners building a greenfield price-management suite and Databricks Lakebase calculation engine for **hundreds of thousands of daily prices** from market APIs, rack feeds, and AI-enabled email capture.

AI-ACCELERATED DISCOVERY Built a functional React prototype with Figma Make and Claude, validating workflows across Supply, Wholesale, Logistics, Billing, Accounting, and Pricing and supporting an approved business case projected to reduce processing from up to one hour to minutes and eliminate a **six-figure annual software license**.

BENCIN STUDIOS

Product Owner | 2022 - Jun 2023

UX Designer → Senior UX Designer | 2018 - 2022

GROWTH + PRODUCT OWNERSHIP Promoted twice from the agency's first design specialist and fifth employee to Product Owner as the company grew to approximately 20 employees; owned discovery, requirements, backlogs, estimates, proposals, and delivery across **three to four concurrent client engagements** and teams of up to four.

HOLOLENS PROTOTYPE Led end-to-end UX in Figma for a five-person team developing a Microsoft HoloLens training and communications prototype for a **NASA subcontractor**, enabling live remote coaching through complex aerospace procedures.

// SKILLS

PRODUCT + DESIGN + AI Product strategy and roadmapping | Product discovery | User research | KPI definition | Build-vs-buy analysis | Executive alignment | Figma | Journey mapping | Functional React prototyping | AI-assisted product development

DATA + PLATFORMS SQL | Databricks and Lakebase | AWS | APIs and system integrations | Graph optimization | Tableau

// EDUCATION + CERTIFICATION

Professional Scrum Product Owner I (PSPO I) | Scrum.org | 2022

Certificate in Human-Computer Interaction | Indiana University | 2017

B.S. in Exercise Science | Indiana University | 2012
