Benjamin Rosenthal

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PRODUCT MANAGEMENT EXPERIENCE

LogicGate · Chicago, IL Aug 2022 to Present

Senior Product Manager, End User Experience

- Used AI to analyze churn reports and renewal-call transcripts, validating that navigation friction was driving churn across 23 accounts, then applied the same method to forecast the risk across 31 upcoming renewals, turning that projection into buy-in for a product-wide information architecture overhaul
- Championed and shipped the resulting overhaul, driving ~98% feature adoption across ~420 customer environments within weeks of launch
- Proved the overhaul changed user behavior: cut record-page "U-turns" 15% (~8 hrs/customer/month saved), lifted linked-submission completion 7 pts (49% to 56%), and drove a 35% drop in end-user reports built just to find records
- Converted those usability gains into business impact: beat the FY26 retention goal for at-risk renewals by about 45% and held usability-attributed churn to under half of the board-approved cap
- Led a UX transformation of the platform's primary end-user workspace (40k visits per week, 16k conversions), achieving over 80% user satisfaction (4+/5), a 19-point lift in end-user NPS, and a 14% efficiency gain, earning Forrester recognition for best user experience in the GRC industry
- Conceived and led the organization's first AI coding hackathon: secured executive buy-in and funding, facilitated 40+ participants, and drove AI tooling adoption, producing three productized features
- Spearheaded design system creation, increasing component adoption from 15% to 40% (47% in focus areas) while reducing accessibility issues, and published the organization's first-ever VPAT

OneTrust · Atlanta, GA Jun 2020 to Aug 2022

Product Line Manager / Group Product Manager, Marketplace & Partner Tools (promoted ~2 years ahead of standard track)

- Earned promotion to lead a 3-product portfolio and 2 direct reports after proposing a centralized data hub that unified DataGuidance's regulatory research with the Athena AI platform to distribute shared expertise across OneTrust's products
- Built a pipeline to ship GRC content updates without code releases; proved it via partner integrations, cutting deployment from 3 weeks to same-day

Product Manager, Athena (Platform AI), DataGuidance & DataDiscovery

- As PM for Athena (OneTrust's AI and automation engine spanning all point solutions), owned the platform's shared data layer and shipped an AI controls crosswalk that cut typical customer time-to-compliance from ~3 months to ~3 weeks
- Jump-started the DataGuidance (regulatory research) squad, then packaged customer-requested features into a new premium tier and introduced a trial paywall, lifting trial activations 34%, growing net ARR 35%, and cutting annual churn to 7% of ARR in 9 months
- Integrated an acquired data-discovery product (scans systems for mishandled sensitive data, e.g. unencrypted PII) into the OneTrust suite, growing its paid customer base from 6 to 22 clients in 5 months

OTHER EXPERIENCE

Manhattan Associates · Atlanta, GA Jun 2013 to Jul 2018

Senior Consultant

- Led cross-functional teams of up to 12 people through 6 successful WMS implementations, overseeing project budget, resource allocation, and client relationships
- Redesigned the expiration-date capture process, contributing to a 20% throughput increase
- Managed an 8-week tech-debt reduction initiative, resulting in a 10% reduction in service requests

EDUCATION

Georgia Institute of Technology, Scheller College of Business · Master of Business Administration May 2020

Virginia Tech, College of Engineering · Bachelor of Science, Mechanical Engineering May 2013

ADDITIONAL INFORMATION

Toolbox: Pendo, FullStory, Salesforce, SQL, Notion, Tana, Jira, Confluence, FigJam, ProductPlan, Dragonboat, Claude

Certifications: CSPO, CIPM, CIPP/E · **Awards:** Eagle Scout

Volunteer: Bits of Good (Georgia Tech Hack4Impact chapter), Director of Product Operations, 2019 to 2020