Benton Yetman

Digital Product Management

"My passion is simple: I love working with teams to build great products. Whether it's a startup working on something new or an established company looking to innovate, I bring the background, experience, and methodology to bring that vision to life. "

Work History

Director of Product Management
PenBay Solutions
2015 - 2018
InVision is an enterprise real estate information platform, used by organizations around the globe to better manage and optimize their facilities. It currently supports over 500 Million square feet of real estate, and is used for mission critical functions by an extremely diverse customer base including Sprint, US Marine Corps, City of Philadelphia, Smithsonian Institute, and Penn State. As the Director of Product Management I work with the executive team to define the long-term strategic direction and vision, curate multiple product roadmaps while orchestrating concurrent development, and am responsible for overall execution and adoption for a portfolio of 12 digital products. In this role I have been able to substantially increase adoption for existing products and grow overall usage / user base through new product development. As importantly, I helped to build a strong internal culture of data driven product development, working with a broad set of stakeholders to explore user needs and iterate through possible feature response.

Head of Solutions Development
PenBay Solutions
2012 - 2015
As the Head of Solutions Development I focused on managing small virtual teams to help innovate new solutions for multiple industry challenges. This included full lifecycle solution development, from initial thesis and design concepts through iterative development, incorporating rapid feedback integration in a data driven product pipeline. This position was all about unifying diverse team members with industry experts to find interesting ways to address market trends. For those solutions which gained significant traction, this role also took them through the sales and marketing process to help communicate the value and differentiation of what we were bringing to market. This position also included physically running the NYC

Solutions Lab, where we took any/all crazy ideas to see if we could turn them into reality, or in many cases something even crazier.

Founder / CEO
Towngap
2012 - 2014
After working on site-selection suitability models for a number of years, I founded Towngap as a platform for communities to help tell the world what they actually needed, as opposed to what developers thought. This was essentially a virtual reverse site-selection tool, one where communities could share their ideas, vote on the ones they wanted most, and then communicate them with people that could make them happen... which included local entrepreneurs looking for a new venture, a direct line to national brand site selection strategists, and economic development corporations both locally and regionally.

Senior Geospatial Consultant
Geographic Planning Collaborative
2010 - 2012
GPC is the premiere GIS and Spatial Data Infrastructure strategic planning company in the world, and I've had the privilege of working with them over the years on a number of fascinating projects. In the lead up to the inaugural Eye on Earth Summit in 2012, I worked with GPC to support a number of the EoE working groups, the framework committee, and helped execute the 2012 event in Abu Dhabi. I also was responsible for curating the Technology Showcase and Innovation Forum, two programs at the Eye on Earth Summit which shared interesting and innovative uses of technology from around the globe. This set of consulting projects involved coordinating a team spread across the world, supporting multiple languages through innovative toolsets, and handling logistics and coordination as everyone converged on Abu Dhabi.

Co-Founder / Product
Spatial Robotic Solutions
2008 - 2010
The vision for this startup was simple: Create a better way to survey real estate by increasing the accuracy of survey data while reducing the time to create it. As the technical co-founder I helped design, prototype and field test our initial platforms, which consisted of SLAM based autonomous robotic units with large sensor arrays. In addition to the post-processing of LiDAR data I was also responsible for integrating environmental sensors and other peripherals with the platforms for an ever expanding set of data collection capabilities. This technology was at the very early stages of SLAM, and was the first to bring this approach into a mobile 2D/3D indoor collection capability. Over the course of 2 years we iterated through multiple designs,

and were able to survey hundreds of millions of square feet while collecting additional spatially enabled datasets across residential, commercial, and federal building portfolios.

Technical PM / Consultant
PBM
2004 - 2008
Worked on a wide range of application development and consulting projects primarily focused on geographic information systems. This led me to work with a diverse set of enterprise customers like the World Bank, Medtronic, and USAF all of whom had complex systems needs which I had to document, design solutions for, and then oversee development and deployment. This was my first opportunity to really experience how technology gets applied at the enterprise level, and the importance of project communication across all phases particularly at scale. In this role I was responsible for interfacing with the development teams, and in charge of the implementation teams deploying technology.

GIS Analyst
The Redlands Institute
2001 - 2004
As a GIS Analyst I had the opportunity to apply my geographic information theory with practical research and project work, balancing what I'd learned in the classroom with real world projects. I supported a wide range of analytic needs in addition to focusing on information delivery design and interaction. One of the standout projects I worked on was the Salton Sea Digital Atlas, for which I was the lead of Design and Development. This interactive digital atlas won a number of national awards in 2004, and really was a first of its kind educational tool for students and communities.

Education

University of Redlands
BA, Spatial Expression and Analysis – 2002

Technical Skills & Certifications

- *10+ years Full Lifecycle Product Management*
- *UX / UI Design and Process*
- *GIS Professional*

- *Agile Development Process*
- *Application Wireframing & Rapid Prototyping – Balsamiq, PS, JS/CSS, Ruby on Rails, Meteor, InVision*
- *Applied Spatial Analysis, Data Modeling, and Cartography*
- *Systems Integration*
- *Proficient in AutoCAD, REVIT, FME, IFC*
- *LiDAR, 3D Analysis, CityEngine, Big Data*
- *NASM Certified Personal Trainer*
- *Eagle Scout*