

BENJAMIN D. LEINER

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I am a tech leader and teacher at the nexus of tech, media, and democracy passionate about building ethical products, advancing democracy, and promoting a healthy public discourse. My work experience, teaching, and writing are dedicated to broadening access to technologies that expand opportunity while limiting these technologies' potential harms.

PROFESSIONAL EXPERIENCE

SmartNews

San Francisco, CA / Tokyo, JP

Team Head, Product Marketing and Consumer Insights (Group Product Marketing Manager)

January 2023 – Present

- Lead product marketing, consumer insights teams responsible for market research, product research, and go-to-market strategy. In that role, responsible for go-to-market strategy and execution for all major initiatives, including launch of AI news app in the US.
- Lead all foundational qualitative and quantitative research projects informing project strategy of new AI initiative, current US app. Research topics have included feature-specific projects, retention, US user personas and US segmentation.
- Worked with cross-functional partners, brand agency to build and socialize first ever US brand guidelines including brand foundations, visual identity, and verbal identity.
- Led cross-functional working group responsible for delivering long-term US growth strategy to company CEO.
- Built algorithmic transparency standards, policy documentation.
- Manage as many as four employees at a time (combination of FTE's, contractors, and MBA interns)

Senior Product Marketing Manager

November 2021 – July 2022

- Drove creation of company strategy dedicated to increasing trust among users. Built business case and influenced Product, Marketing, Trust and Safety teams to adopt proposed roadmap.
- Relaunched product marketing at SmartNews. Developed and implemented global go-to-market process for all feature launches.

Adjunct Professor, University of Virginia

January 2023 – Present

- Teach "Technology and Ethics" elective for second-year UVA Darden MBA students and core ethics module for the UVA Master of Business Analytics program. About "Technology and Ethics," one 2024 student wrote: "I wish that all of society could have taken this course."
- Publish newsletter and podcast under the brand "The Ethical Technologist." Newsletter has over 100 subscribers on Substack and is syndicated via Darden thought leadership publication, *Ideas to Action*.
- Published several business case studies and technical notes on issues related to content moderation, user privacy through Darden Business Publishing.

LinkedIn

San Francisco, CA

Product Marketing Manager, LinkedIn Talent Insights (LTI)

September 2019 – October 2021

- Launched and managed three LTI product grant programs starting in March 2020. Awarded over 700 grants to net new customers from zero pipeline. Exceeded goal to convert 30% of grant recipients to paying customers (40% conversion, \$5.5M revenue).
- Built strategy, content to relaunch LTI as part of global sales reorganization. Relaunch included new product messaging and positioning, refreshed pitch deck, dedicated deep-dive sales training course, demo and discovery guidance, seven post-sales playbooks.
- Launches: Recommendation Engine (Aug 2020), Keyword Search (Feb 2021). Conducted foundational research, supported product development, executed go-to-market plans.

Atlassian

San Francisco, CA

Product Marketing Manager MBA Intern

June – August 2018

- Developed and executed go-to-market plan for Jira Roadmaps feature.

Atlantic Media Company

Washington, DC

Research Associate

August 2015 – June 2017

- Qualitative researcher for B2B media product for public affairs practitioners.

Global Strategy Group

New York, NY

Research Associate

July 2014 – May 2015

- Wrote and analyzed public opinion surveys and focus groups for political, nonprofit, and corporate clients.

EDUCATION

Master of Business Administration, University of Virginia Darden School of Business

Class of 2019

- Roger Sherman Scholar - Full tuition merit scholarship recognizing exemplary citizenship potential.

Bachelor of Arts in History and Economics, Emory University

Class of 2014

- Robert W. Woodruff Scholar - Full tuition, room, and board merit scholarship awarded to top 1% of class.

VOLUNTEERING

Various Civic Organizations

August 2017 – Present

- Advise the Sustainable Media Center, a nonprofit advocating for teen agency online.
- Advise The Next 50, a nonprofit advocating for younger and more representative voices in Congress
- Led My Ride to Vote, an organization that partnered with Uber to fund rides to the polls for low-income voters for 2017 special election in Georgia.