

Ben Jennings

B2B Product Marketing Leader | Technical Products, Positioning & GTM

Product marketing leader with 10+ years of experience bringing technical B2B products to market through positioning, messaging, GTM strategy, launches, and developer-focused marketing.

EXPERIENCE

bloXroute, San Francisco (Remote) — Marketing Lead

FEB 2024 — JUN 2026

- Led product marketing and GTM for blockchain infrastructure products serving traders, developers, and institutions, owning positioning, messaging, launches, demand gen, partnerships, and sales enablement.
- Increased website traffic by approximately 250% and social reach by 133% through product launches, technical content, ecosystem campaigns, and website optimization.
- Generated thousands of inbound leads and hundreds of product signups, contributing to more than \$1M in sales pipeline.
- Partnered cross-functionally with product, engineering, sales, business development, and executive leadership while managing designers, developers, and external marketing contributors.

Scrib3, San Francisco (Remote) — Senior Marketing Manager

APR 2023 — FEB 2024

- Led product, digital, and content marketing for Web3 and emerging-technology clients while managing approximately \$800K in annual recurring revenue.
- Developed positioning, GTM plans, personas, campaigns, and sales-enablement materials for founders and executive teams.
- Expanded client accounts and presented performance insights and strategic recommendations through executive QBRs.

xToken, San Francisco (Remote) — Product Marketing Manager

JAN 2022 — APR 2023

- Owned positioning, go-to-market strategy, partner acquisition, and launch communications for xToken Terminal, a permissionless platform for creating and managing onchain liquidity programs.
- Developed the GTM strategy for xToken Terminal, helping the platform surpass \$10M in total value locked.
- Built the company's B2B partner pipeline from the ground up, acquiring more than 20 protocol and ecosystem partners.
- Secured ecosystem grants from the Uniswap Foundation, Arbitrum, and Optimism while implementing CRM and funnel-tracking systems to support partner acquisition and conversion.

Forrester Research, Cambridge & San Francisco — Senior Consultant

JUN 2011 — DEC 2021

- Progressed from Research Associate to Senior Consultant across research, analytics, and advisory roles.
- Conducted market research and competitive analysis for Fortune 500 companies, informing product strategy, positioning, and executive decision-making.

San Francisco, CA

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PROJECTS

DREAM — Founder

Built and launched an AI-driven crypto research product, owning positioning and GTM as it reached a peak market capitalization of \$26M

New Blast City — Founder

Launched a Blast NFT project and secured an ecosystem grant

UNDRGRND — Co-Founder

Co-founded a web3 research and investment organization

SKILLS

Product Marketing: Product positioning, messaging, GTM strategy, product launches, sales enablement, competitive analysis, customer segmentation

Strategy: Market research, customer insights, pricing & packaging, growth strategy

Marketing: Demand generation, content strategy, developer marketing

Leadership: Cross-functional leadership, stakeholder mgmt, project mgmt

Analytics: Marketing measurement, funnel analysis, CRM, attribution, campaign performance

Industry: B2B SaaS, technical infrastructure, developer tools, fintech, blockchain, DeFi, AI

TOOLS

HubSpot, Salesforce, Google Analytics, Figma, Notion, ChatGPT, Claude, Google Workspace, Microsoft Office

EDUCATION

The College of Wooster

Bachelor of Arts, Sociology