

Ben Jennings

Product Marketing | Technical B2B Products, Customer Insight & GTM

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Product marketer with 10+ years across B2B technology, research, and consulting. Turns customer insight into positioning, launches, and sales enablement, combining zero-to-one GTM with conversion and sales improvements for technical products.

EXPERIENCE

bloXroute — *Marketing Lead (Product Marketing & GTM)*

FEB 2024 — JULY 2026

- Led positioning and GTM for Validator Gateway, a validator-performance product, from planning through launch, supporting adoption by 19,000+ validators within three months.
- Synthesized feedback from approximately 60 customers and prospects to inform positioning and product priorities, including trading API options balancing speed, cost, and reliability.
- Built pitch decks, battlecards, ROI tools, and an internal wiki for six salespeople, contributing to a 32% improvement in win rate.
- Led the customer-facing rollout of modular pricing, including purchasing-portal UX, product-selection flows, and messaging, helping improve checkout completion by 23%.
- Built a customer advocacy program, leading interviews, story development, approvals, and distribution of published case studies for sales and marketing.
- Generated qualified leads through web, content, and events, contributing to \$1M+ in attributed annual sales pipeline.

Scrib3 — *Senior Marketing Manager (Product Marketing)*

APR 2023 — FEB 2024

- Led product and content marketing for six emerging-technology client accounts representing approximately \$800K in annual recurring agency revenue.
- Supported initial launches for Gondi, an NFT lending platform, leading positioning, launch messaging, partnerships, and acquisition campaigns.

xToken — *Product Marketing Manager*

JAN 2022 — APR 2023

- Owned positioning and GTM for xToken Terminal, helping the liquidity-management platform surpass \$10M in total value locked.
- Built a pipeline supporting 20+ protocol and ecosystem partnerships; personally sourced and closed approximately half.
- Secured nearly \$1M in ecosystem grants to support adoption and liquidity programs.

Forrester Research — *Senior Consultant*

JUN 2012 — DEC 2021

- Conducted customer segmentation, persona, and competitive research for enterprise clients, informing positioning, marketing strategy, and executive decisions.
- Scoped, sold, and delivered \$700K+ in marketing and customer-experience consulting annually as a Senior Consultant.

SKILLS & TOOLS

Positioning & messaging | GTM strategy | Product launches | Sales enablement | Paid acquisition
Customer research | Competitive analysis | Customer advocacy

HubSpot | Salesforce | Google Analytics | Figma | Adobe Illustrator | Claude

EDUCATION

The College of Wooster | Bachelor of Arts, Sociology