

Benji Loschen

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SUMMARY

Hands-on technical product leader with 8+ years across enterprise software delivery and AI-enabled workflows, including P&L ownership of a bootstrapped consumer brand. Personally architects and ships production GenAI systems: AI agents, multi-step orchestration, RAG with vector databases, and evaluation frameworks with guardrails and observability. Led product delivery for Fortune 100 enterprises in compliance-heavy environments, translating business operations into roadmaps and business cases with measurable outcomes. Captures requirements directly from business stakeholders and drives alignment without direct authority. Mentors product owners and delivery teams.

EXPERIENCE

Technical Consultant (Product & Delivery Lead), Artisan Studios

Dec 2020 – Feb 2026

- Product and program lead on enterprise software engagements for Fortune 100 and Fortune 500 clients spanning QSR operations, rail logistics, and supply chain platforms; owned discovery, requirements, roadmap planning, cross-functional coordination, and delivery through launch and adoption.
- Applied value-based discovery to quantify business pain points, cost of inaction, and measurable success criteria before proposing solutions; this business-case discipline sits behind every roadmap decision. Coordinated multi-vendor engagements including AWS ProServe and external consultants.
- Translated complex operational, security, and compliance requirements into phased product roadmaps and execution plans, enabling adoption across 3,000+ distributed locations consolidating 5+ legacy systems into a single operations dashboard.
- Led end-to-end product work for a 3-month launch window on an enterprise customer concierge platform handling sensitive shipment and customer data for a rail logistics operation moving 5M+ shipments annually; launched on schedule with zero critical production defects.
- Partnered directly with business stakeholders across engineering, operations, procurement, design, and executives on a 100+ person program; drove alignment on sequencing, scope tradeoffs, and dependency management, communicating strategy and tradeoffs to executive and engineering audiences alike.
- Coached delivery team members and mentored product owners on requirements engineering, product thinking, and Agile SDLC.

Product & Technology Lead, SmartLemon / Flux Footwear

2020 – Present

- Built production AI systems using Cursor, Claude, OpenAI, Composio, and MCP servers for multi-step reasoning, summarization, extraction, and action generation with evaluation frameworks, observability, and guardrails for safety and hallucination mitigation.
- Designed and built Imn.bar, a near-real-time analytics decision layer unifying Shopify, Meta Ads, and Google Ads data with AI-assisted next-best-action recommendations for operators; implemented OAuth 2.0, REST APIs, and multi-tenant architecture.
- Built a production web & iOS app (Tamagui, Pipedream, OpenAI Whisper) that ingests audio, generates transcripts, and runs multi-step AI analysis pipelines surfacing summaries, themes, and action items.

- Co-founded and co-owned the P&L for Flux Footwear, scaling from 0 to 7-figure annual revenue; made integrated, data-driven decisions across technology, supply chain, marketing, pricing, promotion, COGS, and channel mix.
- Founded SmartLemon, a consulting and tooling practice helping DTC and Shopify brands improve marketing performance and contribution margin through better analytics and reporting workflows.

SKILLS

AI & Automation: GenAI platforms (Claude, OpenAI), AI agent frameworks, LLM workflows, multi-step orchestration, MCP servers, Composio, prompt engineering, RAG architectures, vector DBs, AI/LLM evaluation frameworks, AI observability (safety, guardrails, hallucination mitigation), responsible AI patterns, PostHog

Product Leadership: Product strategy, business case development, roadmap planning and prioritization, backlog ownership (epics/features), requirements engineering, process mapping and systems analysis, continuous discovery (opportunity-solution trees, structured interviews, outcome framing), Agile/Scrum delivery, stakeholder management, product analytics, A/B testing and experimentation design

Engineering: Python, JavaScript/TypeScript, SQL, Next.js, React, REST APIs, OAuth 2.0, CI/CD, Git/GitHub, AWS, multi-tenant SaaS architecture, enterprise integration patterns

Commercial: ROI and unit economics, revenue analysis, contribution margin forecasting, operational decision support

EDUCATION

University of Nebraska at Kearney: College coursework in Philosophy and Exercise Science

CERTIFICATIONS

Certified ScrumMaster (CSM) · Certified Scrum Product Owner (CSPO) · AWS Partner Accreditations (Technical, Business, Cloud Economics) · freeCodeCamp (JavaScript Algorithms and Data Structures, APIs and Microservices, Front End Libraries, Responsive Web Design)

NOTABLE PROJECTS

- **Imn.bar** (2025–2026): DTC analytics decision layer with AI-assisted next-best-action recommendations.
- **Gleam**: Production web & iOS app (Tamagui, Pipedream, OpenAI Whisper); multi-step AI analysis pipelines (summaries, themes, action items).
- **Archi**: Local-first knowledge workflow app (local-first Vector DB and RAG-integrated chatbot).
- **Tokentrail**: Local ledger/dashboard for Claude Code usage and spend.
- **claude-agent-boilerplate**: Open-source multi-agent orchestration template for Claude Code, covering the workflow from research through implementation; a reusable AI-delivery playbook, MIT-licensed.