

Ben Wyndham

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OVERVIEW

Senior Product Manager with \$30M+ in delivered business value, owning the shared backend platform behind a \$600M PE-backed multi-brand retailer: ERP, OMS, PIM, data, and the integration layer consumed by 6 brands and 8+ channels. Builds capabilities once and reuses them, turning bespoke per-instance projects into configurable shared services across marketplace integration, payments, and brand onboarding. Focused on how AI becomes a force multiplier for every function in a business rather than engineering alone — and on the governed APIs that make that safe at enterprise scale.

EXPERIENCE

Senior Product Manager — ERP, OMS & PIM | Backcountry.com

March 2025 – Present

- Conceived and drove **Traverse**, an API-first integration platform (OAuth 2.0, REST/MCP) giving any client — Excel, Python, n8n, web apps, terminal — one governed path into NetSuite, pricing, and merchandising systems; 10% of the company’s NetSuite user base adopted it within weeks of rollout
- Set the platform standards new builds are held to: API-first design with server-side validation, audit logging, and no context-centric ERP code, so UI and REST/MCP callers are served identically
- Abstracted marketplace integration into configurable shared components for feed transformation, inventory sync, order routing, and pricing, cutting onboarding from 2–4 weeks to 3 days and enabling 4 new marketplaces and tens of millions in incremental revenue
- Launched a dropship fulfillment program from zero to \$10M+ in incremental revenue through new vendor integrations and operational workflows
- Landed two brand acquisitions (\$10M operational, \$50M in flight) onto a shared ERP, data, and order-routing backbone, replacing per-brand builds with a repeatable integration framework
- Designing a hosting and governance platform for the 100+ tools business users have built with AI coding assistants — work too valuable to lose and too small for engineering ownership
- Retired the call center’s legacy card-handling process for a secure payment link, cutting PCI compliance scope while improving the customer experience; added Affirm to checkout on the existing shared payments pattern
- Manage 2 APMs and act as de facto group product manager for the broader backend; own prioritization for the Data team and am bringing Stack/SRE into the product model, sequencing infrastructure work by business impact rather than a self-directed backlog

Product Manager — ERP & OMS | Backcountry.com

June 2023 – March 2025

- Owned the ERP roadmap and OKRs for NetSuite and ERP Orchestrator, a Java routing and business-logic service integrating with NetSuite and adjacent applications over message queues, serving merchandising, planning, finance, accounting, logistics, and sales
- Built a provider-agnostic payments integration layer, shipping Apple Pay and Sezzle on the shared pattern and taking per-project delivery from ~2 months to ~3 days while de-specializing the work so any engineer can own it
- Delivered projects collectively enabling \$10M in cost savings and \$6M in revenue growth

Allocation Analyst | Backcountry.com

August 2021 – June 2023

- Built reporting, dashboards, and data pipelines for inventory and assortment management, delivering weekly KPI recommendations to senior leadership
- Applied statistical modeling and machine learning to surface inventory and assortment signals, becoming SME on reporting and order management platforms

EDUCATION

The University of Texas at Austin — BA Government, Minor in Business Administration

2021

SKILLS

Platform & APIs	REST APIs, OAuth 2.0, API-First Design, MCP, Integration Architecture, Message Queues, Server-Side Validation, Audit Logging, Distributed Systems
AI & Automation	LLM Integrations, AI Agent Design, Agentic System Governance, Workflow Automation, No-Code Platforms, Prompt Engineering
Enterprise Systems	NetSuite (ERP/OMS), PIM, Order Management Systems, Payments Integration, Multi-Brand Governance
Data & Product	Python, SQL, BigQuery, GCP, Looker, Roadmap Strategy, Platform Prioritization, Stakeholder Management