Ben Siverly

PRODUCT MANAGER · PROPTECH, DATA PLATFORMS & AI

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Data scientist turned PM. Nearly four years in proptech. I turn messy, regulated data into decisions people can trust, for parties who don't fully trust each other and can't afford to be wrong.

EXPERIENCE

AppFolio · *Product Manager, Rental Applications*

Jan 2023 – Oct 2026

Property-management software for 23,000+ customers.

- Sole PM for the rental application: **9M+ application starts and $200M in fees** processed a year, across two codebases. Led the rebuild: submission rose from **44% to 70%**, and vacancies filled **3.4 days faster** than offline workflows.
- Turned fair-housing and screening-compliance rules into product requirements. Kept applicant follow-up inside the authenticated app so every interaction is auditable; customer satisfaction rose **18%**.
- Gated AI review of applicant ID uploads on an eval set of real and synthetic IDs. **Releases shipped only when the model cleared quality bars** on representative data.
- Shaped features as tools a workflow builder or a customer's own agent can call, on data where AppFolio is the system of record.
- Launched a secure applicant-data API with Zillow (70% customer adoption), then **pushed to wind it down** when it flooded property managers with unqualified applicants. Adoption was not value.
- Sized offline rent from accounting-receipt data and renter interviews. Leadership **funded two teams** from the analysis: rent-split payments and a digital certified-funds partnership.

Lively · *Data Scientist → Product Manager*

Nov 2019 – Dec 2022

HSA platform offered through financial-institution partners. 45-person Series B.

- **First data hire.** Stood up the data platform end to end: ingestion, data modeling, BI, product analytics. Promoted to PM in 2021 when the platform became the roadmap.
- Shipped partner APIs and migration pipelines that moved **$50M+ in assets** between financial institutions with **zero data loss**. Cut the work from two migration teams to one.
- Designed the partner data model and ledgers behind bank and card-network transfers. Scoped multi-tenancy with our second partner bank's executives, capturing **~90 bps more yield on AUM** as rates rose.

Oracle · *Data Scientist, Applied Research*

Sep 2017 – Sep 2019

- Found and corrected a sampling skew that distorted model performance; rebuilt validation on a representative U.S. population sample. Automated a pipeline that took two analysts full-time.

SELECTED AI PRODUCT WORK

Housing as an API call (in progress). Side project: given capital and a target market, map parcels, use LLMs to extract buildable envelopes from city zoning codes, and estimate whether a project pencils.

Brava (bravamade.com). Recruiting profiles for youth athletes, built with my brother. AI pipeline: coach-verified stats in, benchmark rankings and generated media out. Ran a COPPA privacy review; built with AI coding agents.

AbiertoClaw (github.com/be-ns/AbiertoClaw). Open-source Hermes Agent plugin that picks the best free model daily and falls back to a local model.

SKILLS

Domain: rental applications and screening, fair-housing compliance, property operations, regulated money movement

Product: jobs-to-be-done (50–100 customer calls a year), PRDs and spec-driven development, partner APIs, OOUX

Data: SQL, Python, pipelines, data modeling and schemas

AI: agents, tool use, RAG, evals as release gates

Writing: Published poet (opol.space, 2026)

EDUCATION

B.A. Communication Studies, Westmont College · Data Science Immersive (ML), Galvanize