

Aran Ansari

Product Manager



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EXPERIENCE

Mainvest

*Small Business Investment Marketplace - enabling entrepreneurs to crowd*invest* their venture.*

Product Manager January 2021 - February 2023

- Managed the lean product development cycle for the entire company, balancing priorities in a two-sided marketplace, rebuilding **>90%** of user-facing screens, and scaling the core product from **2k to 75k users**.
- Led strategic cross-functional initiatives to increase LTV, implementing on-platform "wallets" and a reinvestment feature, supercharging **average revenue from repeat users by 3X**.
- Tracked new product features alongside a fast-paced tech team, helping scale the company from **\$800k to \$26m in total investments** processed.
- Managed the relationship with our third-party banking partner & API in order to audit, correct, and regulate over **200,000 transactions** and **\$3m in payments**.

Growth Strategy Associate July 2019 - January 2021

- Streamlined the application process by developing automated document generation, **reducing time-to-launch by 35%**.
- Organized **300+** businesses to repay over **20,000** investors quarterly through **SQL & Excel data management** and email/text automation.

Gigzolo (acq. Glia)

Live music and entertainment booking platform.

Ops, Talent Engagement Team March 2016 - February 2017

- Converted 50+ leads and was solely responsible for expanding the seed-stage company into the Northeast.
- Iterated on the inbound lead process, allowing businesses to sign themselves up, reducing friction and touch points.

VOLUNTEERING

Cambridge Local First

Local and longstanding non-profit network of 500+ locally-owned, independent businesses.

Advisory Board, Finance July 2022 - Present

- Advise the organization on financial matters and fundraising opportunities.
- Supported SMB clients with access to capital, real estate negotiations, and financial planning.

EDUCATION

Isenberg School of Business, UMass Amherst Graduated May 2019

Bachelor of Business Administration, Finance - *Minors in Information Technology & Economics*

PROJECTS

My Product Portfolio February 2023 - Present

A handful of live MVP websites showcasing real product ideas and how I would go about building them.