

Aran Ansari

Product Manager



Contact Info
amgansari@gmail.com
[linkedin.com/in/aransansari](https://www.linkedin.com/in/aransansari)
+781-888-4057

EXPERIENCE

Mainvest

Seed-stage Alternative Investment Marketplace enabling Small Businesses to raise capital from retail investors, offering a share of their future revenue in return.

Product Manager

January 2021 – Present

- Managed the lean product development cycle of the 20 person company, responsible for navigating the roadmap, balancing priorities in a two-sided marketplace, redesigning 90% of front-facing screens, and scaling the core product from **2k to 75k users**.
- Led a number of strategic, cross-functional initiatives to increase LTV, developing and announcing on-platform “wallets” and pushing a feature to allow users to re-invest their returns, supercharging **revenue from repeat users by 3X**.
- Implemented and tracked new product features alongside a fast-paced tech team as the sole product role. These platform improvements helped scale the company from **\$800k → \$26m in total investments processed**.
- Managed the relationship with our third-party payment provider, SynapseFi, to audit, correct, and regulate the entire payment cycle from investors → escrow → businesses → platform wallets → investors, representing over **200,000 individual transactions and over \$3m**.
- Launched no code solutions in Notion and Excel to test MVPs internally, including an automated template generator and an investment underwriting model, which both now serve **3,000+ SMB owners**.
- Designed an investor onboarding flow that collected preference data upon sign up and informed recommendation emails, averaging open rates of **54% - 20%** higher than average.

Growth Strategy Associate

July 2019 – January 2021

- Streamlined the business application process by automating the document generation and signature process, disassembling the arcane SEC filing requirements and translating it into a simple, 12-step flow, reducing the time-to-launch by **35%**.
- Directed **300+** businesses as they repaid over **20,000** investors quarterly through SQL data management and email/text automation.

Advisory Board, Finance - Cambridge Local First

July 2022 – Present

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

EDUCATION

Isenberg School of Business, UMass Amherst

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

2019