

Aran Ansari

Product Manager



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SUMMARY

I am a solutions-oriented, generalist PM that thrives in fast-paced and ambiguous environments. I enjoy ideating, experimenting, and iterating in the early stages of products seeking to achieve Product-Market-Fit or rapidly scaling the PMF they've achieved. I'm especially passionate about SMBs, accessible FinTech, and software with tangible real-world outcomes.

WORK EXPERIENCE

Product Manager

Mainvest

January 2020 - 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 in order to audit, correct, and regulate over **200,000 transactions and \$3m in payments**.
- Designed an investor onboarding flow with an average open rate of 54%, **20% higher** than average.

Advisory Board, Finance

Cambridge Local First

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.

PROJECTS

anywhere

A working directory website allowing remote workers to find the best places to work from - outside of their home. Built with **Javascript**, **HTML**, **CSS**, and employs **Airtable** and **Google Maps API** integrations.

Mixtape

A Slack App that allows teams to collaborate on weekly Spotify Playlists, with AI-generated playlist themes and descriptions. Built on **Javascript**, and employs **Open.AI**, **Serverless**, **AWS**, **Airtable**, **Spotify**, and **Slack** integrations.

EDUCATION

Isenberg School of Business, UMass Amherst

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