

Audrey Vincent

Technical Product Manager

Strong product manager with a background in user experience design and software engineering.



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Product Manager

Ancestry.com | Jan '20 - Present

- Key technical product owner that brought AncestryHealth to market, a B2C consumer genomics product, selling over 300K DNA kits.
- Led 1 local and 2 international agile software teams that processed over 225K genetic health reports from sequenced lab data.
- Led system integration with a new lab, Quest Diagnostics, to deliver consumer-facing reports derived from a new sequencing technology.
- Represented Ancestry from a technical product perspective to manage our 3rd-party lab and physician network partnerships.
- Drove alignment across 10+ internal teams to launch a new service in under 4 months that delivered over 20K additional health insights.

Associate Product Manager

Ancestry.com | Aug '19 - Jan '20

- Product owner for AncestryDNA Traits, a genetic product that delivers personalized insights and 30+ characteristics inherited from your DNA.
- Led multiple A/B tests to validate and release a new product redesign and features to compare similarity scores and discover content.
- Collaborated with marketing to release 7 traits in a 20K person beta to test marketability for a potential DNA subscription product.
- Through extensive A/B testing, feature iteration, and launching 4 new traits, our customer satisfaction rate increased by 30%.

Product Management Intern

Ancestry.com | Summer '18

- Led multiple development teams to plan the roadmap and release of AncestryDNA Traits.
- Collaborated with our DNA scientists, design leaders, engineers, marketing, legal, and UX researchers to prototype and test experiences with customers before the release.

Front End Engineering Intern

Ancestry.com | Summer '17

Redstitch Digital | Summer '16

Amerlight LLC | Nov '14 - Aug '19

Director, Non-Profit Co-Working Space

The Anvil | 'Aug 17 - Jun '18 anvilstartups.com

- Directed a student run non-profit that offered co-working spaces and programs for the community to start small businesses.
- Led fundraising, built a 20 person team, organized a student startup accelerator, and supported over 50 student startups to date.

Achievements

Released AncestryHealth, one of the first genetic health products powered by Next Generation Sequencing technology

Delivered health insights to 225K customers

Raised AncestryHealth's customer satisfaction rate by 14%

Grew AncestryDNA Traits from 50K to 1.8M customers

Raised AncestryDNA Traits' customer satisfaction rate by 30%

Led a non-profit co-working space with 200 members, raising \$50K, and supporting 50+ student led companies

Education

Purdue University | 2019

B.S. Computer Science
Minor in Art and Design
Certificate in Entrepreneurship

Skills

