

Audrey Vincent

Product Manager

Digital product manager with 5 years of experience leading software teams and launching products backed by user research. I'm passionate about renewable energy and scaling electrification to keep our energy industry sustainable.

audrey@audreyvincent.me
812.470.6350
audreyvincent.me

Product Manager

IAS, Integral Ad Science - Remote | April 2024 - Present | integralads.com

Advertising verification platform used by Fortune 500 companies.

- Leading product efforts to improve customer satisfaction and page load performance in under 3 seconds for an estimated \$2M in cost savings annually.
- Partnering with Data Science to develop an insights engine leveraging in-house large language models (LLMs) to recommend advertising optimizations.

Product Management Consultant

Amerlight Energy - Remote | July 2023 - April 2024 | amerlightenergy.com

Design and implement commercial-scale renewable energy storage systems.

- Product manager of a B2C energy usage mobile app and 2 renewable energy marketplaces for solar, battery, inverter, smart panel, and LED products.
- Design investor pitch decks, conduct market research, and organize product documentation to streamline sales and project management processes.

Product Manager

Guild Education - Denver, CO | June 2021 - November 2022 | guild.com

Provide free education benefits for employees at Walmart, Target, Lowes, etc.

- Owned a B2B2C admissions data platform enabling 200+ education partners to track 300K+ students from lead to enrollment via a desktop app and APIs.
- Validated a redesign with 15+ users resulting in 80% customer satisfaction.
- Improved feature capacity of new agile team by 60% with automation testing.

Technical Product Manager

Ancestry - San Francisco, CA | January 2020 - June 2021 | ancestry.com

Discover your genealogy through family history records and genetic insights.

- Led 3 software teams from ideation to launch AncestryHealth, a B2C genomic product, selling over 300K DNA kits with a 75% activation rate.
- Pivoted quickly with internal cross-teams and external partners (Quest Diagnostics) to define APIs and present roadmap to C-suite level stakeholders.
- Aligned with 10+ internal teams in under 4 months to launch.

Associate Product Manager

Ancestry - San Francisco, CA | July 2019 - January 2020

- Led agile team for AncestryDNA Traits, a B2C mobile and desktop add-on to Ancestry's ethnicity test that delivers 30+ personalized insights based on DNA.
- Conducted A/B tests to validate a redesign that raised customer satisfaction by 43% overall and 75% when using a new interactive map-based feature.
- Released 7 new traits in a 20K person beta to test a DNA subscription product.

Product Management Intern

Ancestry - San Francisco, CA | Summer 2018

- Led multiple agile teams and collaborated with 5+ stakeholders to prototype, test, and plan the roadmap and release of AncestryDNA Traits.
- Launch resulted in a 326% increase in weekly visits to all DNA products. As of 2023, AncestryDNA + Traits is Amazon's Choice with a 4.7 star rating.

Achievements

Launched and grew AncestryDNA Traits from 50K to 1.8M customers.

Raised AncestryDNA Traits' customer satisfaction rate by 43% overall and 75% with a new interactive map feature.

Owned an edtech product that introduced 300K+ prospective students to 200+ institutions.

Released AncestryHealth to 300K customers, an innovative genetic health product powered by Next Generation Sequencing technology (NGS).

AncestryDNA + Traits continues to be mAmazon's Choice for Genetic Tests with a 4.7 rating.

Led a nonprofit coworking space with 200 members, raised \$50K, and supported 40+ student-led startups.

Education

Purdue University | 2019

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

Skills



Additional Roles

Frontend Engineer Intern

Ancestry | Summer 2017

Redstitch Digital | Summer 2016

Nonprofit Director | 2017 - 2018