Audrey Vincent

Product Manager

Driven product manager with a background in user experience design, software engineering, and entrepreneurship.

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Product Manager

Guild Education - Denver, CO | June 2021 - Nov 2022

- Owned a data exchange platform with over 200 academic institutions.
- Conducted experiments to validate backend workflow and user experience updates that improved student enrollment rates.
- Drove alignment across stakeholders to promote 20K student graduates for internal mobility opportunities at their employers.
- Designed and developed a suite of automation tools and data quality measures to help external integrations grow and scale.

Product Manager

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

- Technical product manager that brought AncestryHealth (B2C genomics product) to market, generating over 300K DNA kit sales.
- Led 1 local and 2 international agile software teams that processed over 225K genetic health reports from sequenced lab data.
- Drove system integration with Quest Diagnostics and 3rd-party physician network partnerships from a technical product perspective.
- Aligned 10+ internal teams in under 4 months to launch over 20K additional cancer health insights using new sequencing technology.

Associate Product Manager

Ancestry.com - San Francisco, CA | Jul 2019 - Jan 2020

- Product manager for AncestryDNA Traits, a product that delivers personalized insights and 30+ characteristics based on DNA.
- Led multiple A/B tests to validate and release a new product redesign with features to compare traits between participating customers.
- Collaborated with marketing to release 7 new traits in a 20K person beta to test marketability for a potential DNA subscription product.

Product Management Intern

Ancestry.com - San Francisco, CA | Summer 2018

- Led multiple development teams to plan the roadmap and release of AncestryDNA Traits.
- Collaborated with 5+ stakeholders to prototype and test experiences with customers before the release.

Director, Non-Profit Co-Working Space

The Anvil - West Lafayette, IN | Aug 2017 - June 2018 | 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 40 student startups in my tenure.

Achievements

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

Managed over 200 data integrations to educate 300K+ American workers.

Delivered health insights to 225K customers.

Grew AncestryDNA Traits from 50K to 1.8M customers.

Raised AncestryDNA Traits' customer satisfaction rate by 43%.

Led a non-profit co-working space with 200 members, raising $50K, and supporting. 40+ student-led companies.

Education

Purdue University | 2019

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

Skills

Agile · Figma · User Research · A/B Testing · Mixpanel · Excel · Javascript · React.js · HTML / CSS · SQL · Snowflake · Python