Audrey Vincent
Product Manager

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

maudrey333@gmail.com
812.470.6350
audreyvincent.me

Product Manager

Guild Education - Denver, CO | June '21 - Present

- Owned a data exchange platform between Guild and over 200 academic institutions.
- Designed and developed a suite of automation tools to help external integrations grow and scale.
- Partnered with accounts and design to validate lead management tools to increase student enrollment rates through user research.
- Drove alignment across stakeholders to promote 20K student graduates for internal mobility opportunities at their employers.

Product Manager

Ancestry.com - San Francisco, CA | Jan '20 - Present

- Lead 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 a new sequencing technology.

Associate Product Manager

Ancestry.com - San Francisco, CA | Aug '19 - Jan '20

- Lead 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 '18

- 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 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 40 student startups in my tenure.

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 16%

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 | Creative Cloud | Figma
Split.io A/B Testing | Mixpanel
Javascript | React.js | SQL
Sketch | HTML / CSS | Python