Audrey Vincent

Technical Product Manager

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

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Product Manager

Ancestry.com | Jan '20 - Present

- Lead 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.
- Drove system integration with a new lab, Quest Diagnostics, and delivered consumer-facing reports derived from new sequencing technology.
- Strategized partnerships from a technical product perspective to manage our 3rd-party lab and physician network.
- Aligned 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 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.
- Increased our customer satisfaction rate by 43% through extensive A/B testing, feature iteration, and the launch of 4 new traits.

Product Management Intern

Ancestry.com | Summer '18

- Led multiple development teams to plan the roadmap and release of AncestryDNA Traits.
- Collaborated with DNA scientists, design leaders, engineers, legal teams, 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 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 · Sketch · Javascript · React.js · Node.js · HTML / CSS · Python · Java