

# 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 (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 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 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](http://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

