

# Audrey Vincent

## Product Manager based in Atlanta, GA

Product manager with **6 years of experience** leading software teams and launching products grounded in user research. I'm passionate about renewable energy and scaling electrification to keep our energy industry sustainable.

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### Product Manager

IAS, Integral Ad Science - Remote | April 2024 - Present | [integralads.com](http://integralads.com)

Advertising verification platform used by Fortune 500 companies (NASDAQ: IAS).

- Launched a **B2B data platform** that analyzes **70 years' worth of video daily** to monitor performance through alerts, reporting APIs, and dashboards.
- Led collaboration with **9 scrum teams in 4 months** to build a self-service reporting suite, integrating **100+ KPIs** to optimize outcomes and securing **\$4M**.
- Launched enterprise dashboards supporting **100B+ ads** and **\$34M** in contracts.

### Achievements

Launched and grew a mobile-first product, AncestryDNA Traits from 50K to 1.8M customers.

Raised AncestryDNA Traits' customer satisfaction rate by 43% overall and by 75% after launching an interactive map feature.

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

Released AncestryHealth to 300K customers, an innovative genetic health product.

AncestryDNA + Traits continues to be Amazon's Choice for Genetic Tests (4.7 rating in 2020).

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

### Product Management Consultant

Amerlight Power - Remote | July 2023 - April 2024 | [amerlightpower.com](http://amerlightpower.com)

Design and implement commercial-scale renewable energy storage systems.

- Drove design and engineering of an energy usage **mobile app** for a **\$10M** solar and battery storage business for commercial and industrial customers.
- Developed pitch materials, led **GTM strategy**, and launched **two DTC e-commerce marketplaces** for solar and battery systems (**\$2M** in revenue).

### Product Manager

Guild Education - Denver, CO | June 2021 - November 2022 | [guild.com](http://guild.com)

Provides free education benefits for employees at Walmart, Target, Lowe's, etc.

- Owned a **B2B2C** admissions data platform, enabling **200+** education partners to monitor **300K+** students from lead to enrollment via a web app and APIs.
- Validated redesign through user testing, achieving 80% CSAT.
- Improved the feature capacity of a new agile team by **60%** with test automation.

### Technical Product Manager

Ancestry - San Francisco, CA | January 2020 - June 2021 | [ancestry.com](http://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 (**\$30M** in revenue with **75%** activation rate).
- Scoped and delivered **HIPAA-compliant API integrations** and data pipelines with external stakeholders, Quest Diagnostics and PWNHealth.
- Drove alignment across **10+ teams** to launch AncestryHealth **within 4 months**.

### Associate Product Manager

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

- Owned agile team for AncestryDNA Traits, a **mobile-first B2C app** delivering DNA insights as an add-on to Ancestry's ethnicity test, generating **\$40M** in revenue.
- Scaled **500K** to **1.8M** users, launched revenue-driving in-app upsell, and led 20K-user stat-sig beta ahead of 2021 subscription launch.
- Boosted **CSAT 43%** overall via **A/B-tested** redesign and **75%** with map feature.

### Product Management Intern

Ancestry - San Francisco, CA | Summer 2018

- Directed multiple agile teams and collaborated with 5+ stakeholders to prototype, test, and release **AncestryDNA Traits**, driving **\$15M** in revenue.
- Launch resulted in a **326% increase** in visits to all DNA products. As of 2026, AncestryDNA + Traits remains an **Amazon Best Seller (4.6 star rating)**.

### Education

Purdue University | 2019

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

### Skills

**Tools & Methods:** Agile, JIRA, A/B Testing, Roadmapping  
**Design:** Figma, Creative Cloud  
**Frontend:** JavaScript, HTML/CSS  
**Data:** SQL, DBX, Snowflake, Mixpanel, Excel, Google Sheets  
**UXR:** Qualitative and Quantitative User Research

### Additional Roles

Frontend Engineer Intern

Ancestry FE Intern | Summer 2017  
Redstitch FE Intern | Summer 2016  
Nonprofit Director | 2017 - 2018