Audrey Vincent

Product Manager

Digital product manager with 4 years of experience leading software teams and launching products backed by user research. I'm searching for a product manager role at a product-led company who needs a data-driven leader.

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Sabbatical

Nederland, CO | Nov 2022 - Present

- Part-time consulting for Amerlight Energy, building utility-scale renewable energy storage systems. Oversee a B2C energy usage mobile app and e-commerce brands offering solar panels and batteries (June '23 - Present).
- Helped open a new restaurant called Toss Wood Fired Eatery serving wood fired pizza in Rollinsville, CO (Oct '22 - June '23).
- Worked part-time at the Eldora Nordic Center for the 22/23 winter season.

Product Manager

Guild Education - Denver, CO | June 2021 - Nov 2022 | guild.com
Provide free education benefits for employees at Walmart, Target, Lowes, etc.

- Owned a B2B2C admissions marketplace enabling 200+ education partners to track 300K+ students from lead to enrollment.
- Introduced design reviews, queried data warehouse, and researched with 15+ users to simplify persona-based tasks resulting in 80% satisfaction.
- Led a newly formed agile team and improved their feature capacity by 60%.

Product Manager

Ancestry - San Francisco, CA | Jan 2020 - June 2021 | ancestry.com
Discover your genealogy through family history records and genetic insights.

- Technical product manager who helped bring AncestryHealth (B2C genomics product) to market, generating over 300K DNA kit sales.
- Led 1 local and 2 international agile software teams through product launch.
- Developed APIs with external partners, PWN Health and Quest Diagnostics.
- Aligned with 10+ internal teams in under 4 months to launch over 20K additional cancer health insights using new sequencing technology.

Associate Product Manager

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

- Product manager for AncestryDNA Traits, a B2C mobile and desktop product that delivers personalized insights and 30+ characteristics based on DNA.
- Led an agile team and conducted A/B tests to validate a redesign for customers to compare traits resulting in 43% customer satisfaction.
- Collaborated with marketing to release 7 new traits in a 20K person beta to test pricing and marketability for a potential DNA subscription product.

Product Management Intern

Ancestry - San Francisco, CA | Summer 2018

- Led multiple agile teams and collaborated with 5+ stakeholders to prototype, test, and plan the roadmap and release of AncestryDNA Traits.

Director, Nonprofit Coworking Space

The Anvil - West Lafayette, IN | Aug 2017 - June 2018 | anvilstartups.com
Startup accelerator and coworking space on Purdue University's campus.

- Directed a nonprofit coworking space, built a 20-person team, organized a startup accelerator, and supported over 40 student startups in my tenure.

Achievements

Launched and grew AncestryDNA Traits from 50K to 1.8M customers.

Raised AncestryDNA Traits' customer satisfaction rate by 43%.

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

Released AncestryHealth, an innovative genetic health product powered by Next Generation Sequencing technology.

Delivered health insights to 225K customers.

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

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 JIRA Snowflake Python SQL

Additional Roles

Frontend Engineer Intern

Ancestry | Summer '17

Redstitch Digital | Summer '16