# Audrey Vincent
## Product Manager

Product manager with 5 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**
Advertising verification platform used by Fortune 500 companies.

- Launched a B2B data platform to monitor ad inventory performance across **100+** KPIs through alerts, automated CSV reports, and interactive dashboards.
- Led collaboration with 9 engineering teams over 4 months to build a self-service reporting UI with templates, automated reporting APIs, and data feeds.
- Developed advanced video metrics securing **$8M** in contract renewals.

## Product Management Consultant

**Amerlight Energy - Remote | July 2023 - April 2024 | amerlightenergy.com**
Design and implement commercial-scale renewable energy storage systems.

- Product manager of a B2C energy usage mobile app and 2 renewable energy marketplaces for solar, battery, inverter, smart panel, and LED products.
- Design investor pitch decks, conduct market research, and organize product documentation to streamline sales and project management processes.

## Product Manager

**Guild Education - Denver, CO | June 2021 - November 2022 | guild.com**
Provide free education benefits for employees at Walmart, Target, Lowes, 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 a redesign with 15+ users resulting in **80%** customer satisfaction.
- Improved feature capacity of new agile team by **60%** with automation testing.

## Technical Product Manager

**Ancestry - San Francisco, CA | January 2020 - June 2021 | 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 with a **75%** activation rate.
- Pivoted quickly with internal teams and Quest Diagnostics to define and implement data integration APIs, delivering roadmap updates to C-suite leaders.
- Aligned with **10+** internal teams in under **4** months to launch.

## Associate Product Manager

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

- Led agile team for AncestryDNA Traits, a B2C mobile and desktop add-on to Ancestry's ethnicity test that delivers 30+ personalized insights based on DNA.
- Conducted A/B tests to validate a redesign that raised customer satisfaction by **43%** overall and additionally **75%** with launching an interactive map feature.
- Released 7 new traits in a 20K person beta to test a 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.
- Launch resulted in a **326% increase** in weekly visits to all DNA products. As of 2023, AncestryDNA + Traits is Amazon's Choice with a **4.7 star rating**.

## Achievements

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

Raised AncestryDNA Traits' customer satisfaction rate by 43% overall and additionally 75% with a new interactive map feature.

Owned an edtech 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 with a 4.7 rating.

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

## Education
**Purdue University | 2019**

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

## Skills

Agile · JIRA · User Research · Excel · Roadmapping · A/B Testing · SQL · DBX · Snowflake · Mixpanel · Prototyping · Figma · Creative Cloud · Javascript · Python · HTML / CSS

## Additional Roles
**Frontend Engineer Intern**

Ancestry | Summer 2017

Redstitch Digital | Summer 2016

Nonprofit Director | 2017 - 2018