

# Aran Ansari

Lead with **optimism** and **empathy**

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## Experience

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### Product Manager

*Fintech · Marketplaces · Payments · SMB*

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**4+** years driving growth at early-stage startups. Wearer of many hats and comfortable in ambiguous environments.

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### Maininvest

*Alternative Investment Marketplace - fintech connecting investors & local SMBs. I was hire #6 and the only PM at the company.*

**Product Manager** January 2021 - September 2023

- Facilitated the lean product development cycle for the two-sided marketplace, rebuilding **>90%** of user-facing screens, and scaling the core product from **to 75K users**.
- Owned and managed our PostgreSQL database, structuring and querying SQL to generate over **700 reports** and **150+ dashboards**.
- Led strategic cross-functional initiatives to increase LTV, implementing on-platform "wallets" and a reinvestment feature, supercharging **average revenue from repeat users by 3X**.
- Was the voice of the user, having a direct line to our SMB and investor base, informing decisions that grew the company to **\$26M in total investments**.

**Growth Strategy Associate** July 2019 - January 2021

- Scaled and automated internal operational processes, **reducing acquisition time by 35%**.
- Managed relationship with **300+** businesses over their user journey, auditing **>50K** payments, underwriting **\$20M** in investments, and more.

**Internships:** Gigzolo (acq. Glia), YearUp, Paravane Ventures

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## Skills

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**Product:** Roadmapping, PRDs, Wire-framing, User Research & Interviews, Cross-collaboration, Presentation

**Technical:** PostgreSQL, Excel, Figma, Github, HTML, CSS, Javascript, R, API

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## Education

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**Isenberg School of Business, UMass Amherst**

2015 - 2019

BBA, Finance - *Minors in IT & Economics*