Ranna Bansal

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Brooklyn, NY

Experience

LoanStreet Inc. - Vice President, Participations Product   2022 - Present
- Responsible for aligning team efforts with strategic product development
- Develop opportunities with key clients focused on scaling revenue
- Manage resources across two product teams

LoanStreet Inc. - Product Owner   2019 - 2021
- Responsible for operation of portfolio with 4B+ of invested capital across 600 credit unions and banks in the US, UK, and Canada
- Manage 3 engineers, rotating product & design resources, report to CEO
- Own the product road map, deliver clear requirements, quickly build MVPs
- Lead communication with key clients, work with sales to set and hit revenue targets

LoanStreet Inc. - Engineer   2017 - 2019
- First engineering hire
- Built production-level application based on prototype in 6 months
- Owned credit union product roadmap focused on regulatory compliance
- Built tools for automation across sales staff

Handshake Corp. - Implementations Engineer   2016 - 2017
- Developed API integrations using Python, JS, and Java
- Built tool to transform spreadsheets to business logic

SeatGeek - Sr. Marketing Analyst   2015 - 2016
- Managed 3 major channels, totaling >$100K weekly spend
- Improved customer retention and reengagement by 25% using push notifications
- Modeled customer lifetime value in R including cross-device effects
- Built model -> dashboard pipeline in Looker

TripAdvisor - Product Manager, SEO Analyst   2011 - 2014
- Managed revenue-focused UI tests adding $10M+ annually
- Managed integration with 10+ inventory sets globally
- Designed reporting infrastructure for Instant Book core product

Education

App Academy   2016
Princeton University - B.S.E in Mechanical & Aerospace Eng   2011