ARUN THAPLIYAL

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Product Manager with 7+ years of experience across B2B, SaaS, B2C, and Payments. Ex-founder with a track record of building 0-to-1 products, launching GTM strategies, and driving business outcomes.

EDUCATION

B.Tech - Civil Engineering
National Institute of Technology Surat
📅 Jun 2012 – Jun 2016

SKILLS

Product: Product Strategy, Discovery, Roadmap, GTM, Design, Stakeholder Management
Technical: API Design, AWS, Python/Django, SQL
Tools: Metabase, Jira, Confluence, Excel, Clevertap, Figma, Postman

EXPERIENCE

Senior Product Manager
Wheelseye Technology

📅 Aug 2024 – Present
📍 Gurugram

- Increased total trips/month by 20% and reduced new customer CAC by 15% by leading growth acquisition product.
- Boosted lead conversion by 25% via lead-gen site revamp, funnel optimization, and API integration with Lead Square.
- Identified 10K+ dormant users; reactivated 40% in 3 months through targeted communications and payment improvements, driving 10K+ monthly trips.

Co-founder - Head of Product
Mapsify Technology

📅 Sep 2023 – Aug 2024
📍 Mumbai

- Built INR 1Cr+ MRR business from 0–1; led product, ops, and GTM to fix bulk supply chain gaps for enterprise clients in cement and fly ash.
- Enhanced vehicle utilization by 20% through Django backend featuring trip, fuel, and wallet modules integrated with TMS/fuel APIs.
- Set up operations with 25 owned trucks and scaled partner fleet onboarding to 200+, using SLA-based workflows and smart compliance checks.
- Accelerated driver acquisition by 3x in 6 months by rolling out foreman-led sourcing with real-time KYC and payouts.

Product Manager
Wheelseye Technology

📅 Jun 2018 – Aug 2023
📍 Gurugram

Marketplace Product – Supply Experience

- Reduced new fleet partner churn from 20% to 3% by building in-app Help & Support and automating POD validation; cut ticket-to-trip ratio from 1.4 to 0.1.
- Launched industry-first feature enabling instant final payments after delivery proof, replacing typical 1–2 month delays and earning strong loyalty from fleet partners.
- Built smart call-routing via telephony APIs across multi-node trip orchestration; automated location queries, cutting support volume by 60%.

Fastag Payments Product

- Led end-to-end launch of FASTag product with IDFC Bank; designed QDR engine for automated dispute resolution, delivering 20% monthly savings.
- Enabled seamless onboarding and drove adoption to 1M+ vehicles through REST APIs for vehicle-level tagging and settlement.
- Scaled to INR 25Cr+ MRR and INR 500Cr+ GMV in 18 months; achieved top market share in toll transactions for commercial fleets.

GPS SaaS Platform

- Promoted to PM in 12 months after launching trip management module, unlocking 5x user growth and driving 1M+ trucks acquisitions through improved operator value and referrals.

- Cut escalations by 40% by launching in-app live analytics for delays, deviations, and fleet performance.

- Engineered Control Tower capability with 4 enterprise clients for real-time fleet visibility; enabled 3 major upsells and improved enterprise retention.

Demand Manager 📅 Jul 2016 – Jun 2017
OYO Rooms 📍 Gurugram

- Launched the Surat cluster for OYO, scaling to 4k room nights/month.

- Introduced events booking through offline channels, driving 50% of monthly offline booking share in the Rajasthan Micro Market.

TRAINING / COURSES

Advanced Product Management (Udemy) – Close Mercer and Evan Kimmel