Muhammad Waleed Imran

AI-savvy Product Manager with prowess in growth and data analysis, 5+ years of experience in solving complex problems at scale, building 50M users and $200M+ revenue products across marketplace, B2B, fintech, mobility, SaaS, travel, AI

waleedimran24@gmail.com | LinkedIn | +92-302-4531216 | Portfolio

PROFESSIONAL EXPERIENCES

PakWheels (Pakistan's #1 Automobile platform, 25M users), ArabWheels (launched in UAE, Saudi)   Oct 23 - Present
Senior Product Manager   Lahore, PK
Verticals Owned: Platform Growth, Car Inspection, Auto store (E-commerce), Auto Services, Payments

- Broke 2-yr plateau in car inspection, grew sales by 2X in 1Y building growth loops, raised ops KPIs and NPS by 25% with inspector app
- 21% growth in self-checkout by solving low e-payment adoption, integrating better IPG gateway, reducing CAC, improved retention loop
- Increased conversion rate, e-commerce, inspection sales via marketing automation by 15%, New product launches and market strategies

Eilago (Online Travel Agency, MENAP + Canada)   Feb 23 - Oct 23
Senior Product Manager   Manama, Bahrain
Verticals Owned: Travel fintech (BNPL), Flights, Hotels, Price prediction (Travel AI), Digital Umrah, Meta Platforms

- Re-launched the platform in KSA, UAE, Egypt and achieved $4M topline in Flight with a smarter supply-route and discount strategy
- Launched on marketplaces, Wego, Skyscanner, farecompare, added $1M in sales, converted 20% of users to Eilago for 2nd sale (direct)
- Launched hotel booking with Expedia B2B, expanded to Bahrain, UAE, KSA, grew to 500 bkgs/month and improved ARPC and CAC
- Took on the biggest problem in travel, price fragmentation, and built a travel fintech and price prediction (AI) engine to toss flights BNPL

Swvl (Mass Transit, MENAPT + LATAM + Europe)   Feb 22 – Jan 23
Product Manager (PM from Sept 22 - Jan 23, Associate PM from Feb 22 - Aug 22)   Dubai, UAE
Verticals Owned: TaaS/B2B Commute, SaaS, Operations Digitization, Retail App, Dynamic Routing Engine, Swvl University

- Achieved EBITDA growth from -30% to 1% in 3Qs by enablement of profitable accounts, solving operational leakages through product
- Expanded to a B2B2C $1B market, built and launched Swvl University in Pakistan, Egypt, KSA, and achieved additional $2M MRR in 1Q
- Made unit economics +ve through building routing engine to make planning dynamic/smart, 2x efficient, reduced dead KMs and OPEX
- Achieved 2x growth in MRR, increasing up to $500K in 10 months by enabling product-led sales with ops digitization, app for B2B users
- Made OPEX profitable by building supply SaaS to lower cost, improve cashflow resulting in 15% Net margin, 95% rides profitable

Bookme.pk (Pak's #1 Online Travel and Bookings Marketplace, MENA + Pakistan)   July 21 – Feb 22
Product Analyst   Lahore, PK

- Improved margins by 20% through building analytics from ground-level up and pivoted monetization strategy with insights
- Increased topline growth from 3.5% to 6% by developing a recommendation system to optimize route planning of the partner fleet

CoKitchens (Funded, food tech for cashless expansion, backed by Govt of Punjab)   Dec 19 - Aug 21
Founder (Led product, funding, expansion)   Lahore, PK

- Bootstrapped $5K, cloud kitchen network offering expansion with 0 CAP/OPEX, hit $7K revenue, raised $50K, tied $200K term sheet

STRATEGIC HIGHLIGHTS/ACHIEVEMENTS

- At Pakwheels.com, led introduction of AI in e-commerce ad moderation, established robust feedback loops for car inspection and made strategy NPS-focused, broke a 2-year plateau - 2X sales in 1 year, broke car dealers' dependency to a seller-focused model.
- Introduced AI-driven personalized engagement—dynamic pricing, driving 7% conversion growth at 0 CAC, boosting retention by 14%, reduced live ops via building in-app fulfilment for users. Improved ops metrics by 30% for better inspection quality and capacity.
- Strategic growth - Unlocked new revenue streams with inspection-as-a-service, expanding inspection into 5 new cities. Reducing reliance on 3rd party vendor in e-commerce by building white-labelled brands of low COGS-top sold products to boost profitability.
- Led Swvl B2B's product-led transformation—automated routing globally, launch time cut by 85%, digitized ops for 80% portfolio profitability, driving EBITDA from -30% to +1% in 3Qs, unlocking a $1B market through launching mobility SaaS and Swvl University.

EDUCATION & CERTIFICATIONS

WorldQuant University	Financial Engineering, Data Science, Master's (Online, Weekend)	Jan 25 - Ongoing New Orleans, US
COMSATS University Islamabad	Computer Science, Bachelor's	Islamabad, PK

- Major: Data Science, Minor: Entrepreneurship, Graduate Project: Urdu text sentiment analysis (NLP)
- Activities: Debates, founded Entrepreneurship society and Global makers movement (MIT) on the campus

Certifications:

- Product Analytics and Product Growth by Product School
- Introduction to Fintech by Fintech Saudi
- Linkedin Product Management Certification (ongoing)
- Google Business Intelligence Professional (ongoing)
- Islamic Finance by IBA Karachi and Meezan Bank (ongoing)

TECHNICAL SKILLS

- **Tools:** Moengage, OneSignal, GA4, Looker, Power BI, Mixpanel, Firebase, Jira, Confluence, Clarity, Hotjar, BigQuery, Amplitude, Postman, Kibana, Linear, Asana, Notion, Powerpoint, Sheets, Figma, Canva, AWS, Apollo, Hubspot, ChatGPT, Miro, No-code

- **Programming Languages:** SQL, Python, DAX

- **Skills, frameworks:** Generative AI, Data analysis, Product discovery, Product strategy, Stakeholder management, Commercial strategy, Pricing, Product requirements document, Product roadmap, Product success and growth, Go-to-market and launch, Agile scrum, Product operations, Market research, Marketing automation, UX, B2B sales, Product metrics / OKRs, Prototyping

INTERPERSONAL/SOFT SKILLS

- Crisis management, Brainstorming, Creativity, Cross-functional collaboration, Team management, In-depth thinking, Good communication, Problem solving, Risk analysis, Leadership, Teamwork, Presentations, Public speaking, Macroeconomics, Time management, Financial acumen, Conflict resolution, Adaptability, Empathy, Resilience, Negotiations, Leading by example

- Languages: English – Fluent, Arabic – Basic, Urdu – Fluent

ACTIVITIES DURING ACADEMICS

- Building as a founder:

  o $25,000 credits grant by AWS, Google Cloud Platform | 1M pkr awarded from Pak Tech Summit 2020

- Volunteering and Interests:

  o Founding President: COMSATS Entrepreneurial & Maker's Society – 7 startups, and 3 secured funding
  o Founding Member at Product Soch - Pakistan's 1st Product Community
  o VC Scout at AWS Stonks | International Partner for Pakistan: World Business Angels Investment Forum
  o Interests: Financial inclusion, Islamic Fintech, Retail investments, Mountaineering, History, Economics, Digitization policy, AI, Startups, Documentaries, VC, Book reading, SME financing, Startup consulting, Social work