

Arpan Sheth

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San Francisco Bay Area, California

SUMMARY

Engineering leader with deep experience owning and stabilizing large-scale infrastructure and platform systems, operating at the intersection of engineering execution and product delivery. Repeatedly trusted to take over high-risk, business-critical areas across data infrastructure, ads monetization, AI, and real-time communications, and drive them from ambiguity to scalable, product-aligned outcomes while building strong senior engineering teams.

EXPERIENCE

Meta | Menlo Park, CA

Engineering Manager

Nov 2021 - Present

Engineering Manager owning high visibility systems across data, Ads, Messenger@AI, and WhatsApp@Calling.

- Led 8–14 engineers (E3–E7) across infra/platform domains; raised senior ownership by promoting 8 engineers and improving delivery predictability (90% milestone hit-rate).
- Led reliability efforts for WhatsApp calling relay (multi-billion calls); cut SEV0/1 80%, sustained 99.9% availability. Successfully handled 2–5× traffic spikes for tentpole events with 0 SEV0s/Customer Impact (ex: NYE) by building capacity plans, defining SLIs/SLOs, hardening on-call playbooks, and running partner incident reviews. Supported Business Calling launch on WA leading to 100K+ monetizable calls in 1 month post launch with healthy growth rate.
- Launched Meta AI Support on Messenger to 80+ countries, delivering localization + legal/compliance readiness (>98% user consented) and shipping GenAI features (Write with AI, image edits, agentic responses) in partnership with central GenAI teams.
- Took over revenue/user-critical workflows and drove reliability execution; achieved >99% availability and eliminated 5 recurring failure modes, preventing \$100M+ revenue loss through incident learnings + automation.
- Drove Meta-wide metrics platform modernization across dashboards + experimentation; increased metric reusability to 30% and cut metric definition/analysis cycle time by 5% across 20+ product orgs.

Intuit | Mountain View, CA

Senior Development Manager

Aug 2020 - Oct 2021

- Led Conversation UI team powering QuickBooks/TurboTax/Mint; oversaw migration to new chat architecture reducing time-to-integrate new experiences 10 → 2 weeks, and supported multi million monthly financial personalized (Tax+Accounting) conversations.
- Partnered with Product/Design/Platform leads to define a 12–18 month platform roadmap; prioritized 5 bets that reduced PII compliance risk by 90%, decreased connection time by 30% and saved 20% conversation ui infrastructure costs.
- Managed performance + growth for 14 engineers; promoted 3, retained 95%, and coached for career growth with monthly mentoring cadence.

Twitter | San Francisco, CA

Engineering Manager

Dec 2018 - Aug 2020

- Led Ads API team (7) supporting external ad partners; shipped Reach & Frequency open beta contributing \$10M+ revenue and improving partner integration through API stability + delivery discipline.
- Set Ads API OKRs and quarterly roadmap; delivered 10+ milestones with 90% on-time execution across Product + partner teams.
- Developed hiring pipeline; closed 3 hires in close collaboration with the people recruiting team in 4 months via calibrated debriefs and leveling rubrics.

(Jio)Saavn | Mountain View, CA

Director of Engineering

June 2016 - Dec 2018

Engineering Manager

June 2015 - May 2016

- Owned APIs + web product serving 3M DAU / 80M MAU; led monetization + experimentation platforms (programmatic ads, A/B testing, subscriptions) improving revenue sustainability supporting the Jio merger.
- Scaled org 4 → 16 engineers in 12 months; owned hiring strategy end-to-end to meet roadmap demands.

- Led cross-functional planning with Product/QA; delivered 20+ launches with <5% schedule variance via risk management + estimation discipline.
- Established partner engineering relationships (Alexa/Google Home/Sonos), driving 10% increase in listening hours.

Saavn | Mountain View, CA*Technical Lead**Senior Software Engineer**October 2014 - May 2015**August 2011 - October 2014*

- Owned core backend services (accounts/subscriptions/playback) scaling 200K → 20M users; improved scalability by migrating from hosted infrastructure to AWS managed services.
- Shipped social + outreach + payments features driving 5% engagement growth, 20% conversion lift, 50% fewer payment failures, and 10% increase in listening hours.
- Introduced test-driven CI and automated releases; increased deploy frequency to daily and reduced infra cost 30% via AWS autoscaling.

Lockerz | Seattle, WA*Software Engineer**January 2011 - August 2011***WhatCounts | Seattle, WA***Software Engineer**November 2009 - January 2011**Software Engineer Intern**June 2009 - October 2009***Disney Interactive Media Group | Seattle, WA***Engineering Intern**June 2008- September 2008***Department of Political Science, University of Washington | Seattle WA***Graduate Staff Web Developer**September 2007- June 2009*

SIDE PROJECTS**Indian Railway App - Disha***Founder**December 2011 - December 2017*

- Built Travel App+Backend with various trip planning and tracking features and integrated Ad network support for Indian Railway Users. #3 rank in India-Travel Play Store Category, 1.5 million+ downloads, 50K DAU, 250K MAU, 20% Engagement, 11% monthly revenue growth.

EDUCATION**University of Washington, Seattle***Master of Science in Information Management. GPA : 3.78/4**2007-2009***Medicaps Institute of Technology & Management, Indore, India***Bachelor of Engineering in Computer Science & Engineering. 72.2%**2003-2007*

SKILLS

- Domains: Platform engineering, distributed systems, reliability engineering (SRE), incident management, SLIs/SLOs, experimentation platforms, ads/monetization, real-time communications, Applied GenAI
- Execution: OKRs, roadmap delivery, cross-functional leadership, hiring/leveling calibration, performance management

PUBLICATION

Nilson, Trond & Houle, Brian & Kuzenski, Douglas & Sheth, Arpan. (2009). Exploring the Dynamics of Music Piracy. The 2009 International Conference of the System Dynamics Society, Albuquerque, New Mexico July 2009. ([Paper Link](#))