

MANVENDRA SINGH TANWAR

Associate Product Manager, Founder's Office | Visa2Fly | \$10M ARR B2B SaaS visa platform | 700+ agency tenants

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PROFESSIONAL SUMMARY

Associate Product Manager, Founder's Office at Visa2Fly (\$10M ARR B2B SaaS visa platform; Flipkart Ventures, M Venture Partners, FinSight Ventures backed). Employee #11, four years, three roles, reporting to the co-founder (CTPO). Built the AI eVisa engine (cost \$1.00 to \$0.25, TAT 15h to 1h), redesigned the B2B dashboard (B2B 25% to 75% of ARR, 700+ tenants), shipped Sticker Visa across 45+ countries. I read the dashboards before I write the spec.

CORE SKILLS

Product Management: Product Roadmap | PRDs & Specs | A/B Testing & Experimentation | Customer Discovery | User Interviews | Figma Wireframing | OKRs & KPIs | RICE | Go-to-Market | Stakeholder Management | Cross-functional Leadership | Agile

AI & Technical: Third-party OCR + VLM APIs | In-house validation layer | Confidence-based escalation | Human-in-the-loop | SQL (advanced) | Python | Tableau | Power BI | Unit Economics

Business & Domain: Investor Relations | Financial Modeling | Cap Table & ESOP | B2B / B2B2C / B2C SaaS | 0-to-1 Product | Team Leadership | Founding-team Operator | Travel-tech

WORK EXPERIENCE

Visa2Fly

Jun 2022 to Present

B2B SaaS visa platform (\$10M ARR; Flipkart Ventures, M Venture Partners, FinSight Ventures backed) | Founding team, employee #11 | Gurugram

Associate Product Manager, Founder's Office

Nov 2025 to Present

- Drove cost per eVisa from ~\$1.00 to ~\$0.25 and time-to-apply from ~15h to ~1h by productizing the AI filing engine: third-party OCR and VLM (LLM) APIs wrapped in an in-house validation, confidence-based escalation, and human-in-the-loop layer. Owned the buy-vs-build and model-evaluation calls with the co-founder (CTPO); human review under ~2% across the 30+ countries driving ~85% of volume.
- Compressed the Sticker Visa journey 8 steps to 5 automated and document validation ~48h to ~2h by authoring the PRD from 25+ customer interviews and journey mapping (JTBD), then sequencing with RICE across 45+ countries; logistics-API document pickup and drop cut escalation miss ~2.5% to ~1%.
- Own the B2B platform roadmap and backlog, prioritizing partner bets (margin, commission, insurance attach) via RICE and user stories in weekly metric reviews with the co-founder and sales; platform now carries ~75% of \$10M ARR.

Business Analyst

Nov 2022 to Oct 2025

- Scaled the B2B platform from ~16 to ~700+ active agency tenants and monthly repeat-active partners from ~5% to ~50% by building the self-serve dashboard (bulk upload 100+ travelers, sub-15s auto-mapping, live tracking) and its activation flow; B2B grew ~25% to ~75% of business.
- Lifted funnel conversion ~22% by building the org-wide A/B framework (score-ranked vs. round-robin, ~2,000 leads per arm, run to significance); tracked activation and retention cohorts in Mixpanel and GA4. Org default for funnel decisions.
- Cut customer-connect time ~27% via a unified Sales and Ops product (data model, 5 SLAs with breach alerts) for the 50-person team; CAC/LTV and unit-economics dashboards in SQL, Tableau, and Power BI cut marketing burn ~50% at ~18% ROI lift.
- Closed the \$2M seed data room end-to-end (model, cap table, ESOP, investor packs) with finance and legal on diligence; closed with M Venture Partners, Flipkart Ventures, and FinSight Ventures.

Operations Manager (Founding Team)

Jun 2022 to Oct 2022

- Employee #11. Stood up the first ops stack (vendor onboarding, SLA framework, field coordination), led a 4-person team, and opened four South India cities as EIR (Chennai, Bangalore, Hyderabad, Mumbai) at ~35% CAGR.

EDUCATION

Bachelor of Business Administration (BBA)

Aug 2019 to Jun 2022

Maharaja Surajmal Institute, GGSIPU

GPA: 8.8 / 10

Certifications: MySQL Bootcamp | Advanced Excel | Digital Marketing | Currently exploring: Voice AI & agent frameworks