

MANOJ PAWAR

Senior Product Manager | B2B SaaS | AI-Led Product Initiatives

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☆ CSPO (Certified Scrum Product Owner)



SUMMARY

Senior Product Manager with 8+ years of experience building and scaling B2B SaaS, subscription commerce, and platform products. At AppDirect, own Purchase & Checkout and Builtfirst, driving AI-led product innovation, 0→1 product development, customer growth, and ecosystem strategy, with measurable impact on checkout conversion, AOV, and retention. Previously built and scaled ElasticRun's all-mile logistics platform and led its TMS SaaS transformation across enterprise and global customers. At AppDirect, also built a production Product Insights application and a Cursor-based PM OS, demonstrating hands-on expertise in product analytics, AI, and rapid product development.

PROFESSIONAL EXPERIENCE

Senior Product Manager

AppDirect

📅 01/2026 - Present 📍 Pune, India

AppDirect is the leading B2B subscription commerce platform.

- Led customer discovery and funnel analysis to identify checkout friction, then shipped an AI Checkout Assistant and Semantic Error Resolution Engine, increasing the North Star checkout conversion rate from 69% to 78%.
- Boosted Average Order Value by 1.2% via AI-driven product recommendations that combined historical purchase patterns with merchandising rules for enhanced cross-sell and upsell.
- Designed and led the creation of Hosted Checkout, an API-first embedded checkout product for e-commerce platforms to integrate AppDirect's subscription commerce.
- Reduced promotion and deal creation drop-off from 78% to 55% by implementing AI-assisted listing creation and overhauling the merchant deal workflow UX.
- Own Builtfirst as a standalone product line, defining growth and retention strategy through customer discovery, UX transformation, and product-led initiatives that helped prevent churn across six strategic customers.
- Owned the portfolio strategy across Builtfirst, PartnerStack, and AppDirect, defining post-acquisition integration and ecosystem opportunities to expand partner value and strengthen the combined product offering.
- Developed a PM OS in Cursor and gained expertise in Datadog Product Analytics Suite for comprehensive workflow and adoption analysis.

Lead Product Manager

ElasticRun

📅 04/2025 - 01/2026 📍 Pune, India

ElasticRun, an asset-light logistics tech company, empowers businesses to reach untapped consumer segments through its innovative platform.

- Led 0→1 strategy for ElasticRun's logistics platform. Defined vision for e-commerce, quick commerce, & transportation. Delivered unified web, mobile, & operational apps. Powers 100+ brands, incl. Flipkart, Amazon, Meesho, IKEA.
- Led the transformation of the platform into a scalable SaaS product, extending it from internal Quick Commerce operations to external customers and enabling adoption across India and Sri Lanka, contributing to revenue growth and product expansion.
- Designed a generic integration framework for 100 +D2C and enterprise brands, enabling standardized order fulfillment status updates and scalable integrations across multiple customer ecosystems.
- Led product strategy and delivery across transportation, fulfillment, and operational workflows, partnering with engineering and operations to build a unified logistics platform serving both internal teams and external customers.

Senior Product Manager

ElasticRun

📅 2024 - 2025 📍 Pune, India

ElasticRun, an asset-light logistics tech company, empowers businesses to reach untapped consumer segments through its innovative platform.

- Designed and delivered the foundational architecture for ElasticRun's all-mile logistics platform, enabling unified Quick Commerce, e-commerce, and TMS operations.
- Spearheaded and expanded integration strategies connecting multiple brand systems, powering a cohesive Quick Commerce ecosystem.
- Collaborated with stakeholders to define requirements and translate them into scalable system architecture and use cases.
- Laid the groundwork for SaaS transformation, enhancing modularity, interoperability, and platform scalability.

PROFESSIONAL EXPERIENCE

Product Manager

ElasticRun

2021 - 2024 Pune, India

- ElasticRun, an asset-light logistics tech company, empowers businesses to reach untapped consumer segments through its innovative platform.
- Led the SaaSification of ElasticRun's TMS, implemented for India's largest marketplace handling approximately 1,200 trips per day (around 35,000 trips per month), simplifying workflows and enabling scalability, resulting in ₹20 lakhs per month in savings through automation.
 - Delivered a Fixed Asset Management application managing assets worth ₹80 crores, improving procurement, inventory, and accounting efficiency.
 - Launched a Travel Application automating more than 20,000 claims per month, reducing manpower needs by 12 resources.
 - Created Niyantun, a risk tagging app, saving over 8 resources and ₹15 lakhs annually in SaaS costs.
 - Introduced a Budget System for travel and procurement, delivering ₹2 crores per month in cost savings.

Associate Product Manager

ElasticRun

2018 - 2021 Pune, MH

- ElasticRun, an asset-light logistics tech company, empowers businesses to reach untapped consumer segments through its innovative platform.
- Designed ERP PWA application, enabling budget and order approvals for employees and business owners.
 - Built HRIS and leave management systems, eliminating a ₹40 lakh/year SaaS HRIS cost.
 - Revamped purchase order and invoice processes; led STP payment integration, managing ₹100+ crores monthly.
 - Designed onboarding portal and SIM-based tracking project, improving ETA accuracy for 200+ daily trips without app installations.

KEY ACHIEVEMENTS

Launch of All-Mile Logistics Platform

Conceptualized and launched ElasticRun's platform, now powering operations for 100+ D2C brands including Flipkart, Amazon, IKEA, generating ₹3.5 crores/year revenue and serving global customers in India and Sri Lanka.

SaaSification of TMS Platform

Led the transformation of ElasticRun's TMS into a certified SaaS product for India's largest marketplace, processing ~1,200 trips/day (~35,000 trips/month), improving workflows and delivering ₹20 lakhs/month savings.

Elasticrun Transportation Platform: 30K+ Fleet Owners, 1.2K+ Customers, 200 Cr/Month

Designed a platform connecting 30K+ fleet owners and 1.2K+ customers, driving ₹300 crores/month logistics throughput.

Defined the PartnerStack x Builtfirst strategy

Defined the PartnerStack x Builtfirst integration strategy, identifying cross-product use cases that unlock new value for both customer bases and strengthen AppDirect's broader partner ecosystem.

Deployed Production Insights Application

Built and shipped a production-grade Insights application, now actively used by the internal Product organization to monitor product health, adoption, and performance — enabling data-driven roadmap and prioritization decisions.

Data-Driven Product Analytics & Performance Intelligence

Built Datadog product analytics dashboards and a Cursor-developed Product Performance application, using behavioral and funnel insights to identify product friction and drive AI Checkout Assistant and AI Listing Creation initiatives.

AWARDS

- ★ Operation Excellence Award

Nov'22
- 💎 Customer-Centric Award

August'23
- 💎 Individual Rockstar Award

Nov'21
- 💎 Individual Rookie Award

Sep'20
- 💎 AI Product Prototype Hackathon

Mar'26

CERTIFICATIONS

- CSPO (Certified Scrum Product Owner)

AI Product Manager - nanodegree
- Google Analytics (Udemy)

Product Roadmapping Micro-Certification (PRC)™

EDUCATION

Master of Business Administration, Supply Chain Management

University of Pune

2016 - 2018 Pune

Bachelor of Engineering, Mechanical Engineering

University of Pune

2012 - 2015 Pune

ADDITIONAL SKILLS

JIRA	Product Strategy	SaaS Product Development		TMS	AI Product Development		
Platform Architecture		Use Case Design	API Integrations		Prototyping	Stakeholder Management	
Roadmapping	Go-to-Market Strategy		Cursor	Agentic Workflow		Figma	Claude
Google Analytics		Datadog	GTM	Product Analytics			