

# ARUN D CHACHAN

Growth & Marketing Leader | Product · GTM Strategy · D2C & E-Commerce · Performance Growth | ISB MBA

12 years owning D2C P&Ls and scaling consumer brands profitably across web, app, marketplaces, and B2B SaaS.

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## EXECUTIVE SUMMARY

Revenue-focused growth and marketing leader with 12 years building and scaling integrated growth engines across B2B SaaS, D2C, e-commerce, and services. Operates at the intersection of growth marketing, product, and go-to-market — defining ICPs, building full-funnel demand systems, launching products, and owning measurable revenue outcomes. Pairs enterprise and account-based marketing (driving platform adoption by Salesforce, Dell, and Fortune 500 accounts) with hands-on performance growth (sustained 4–6x ROAS, 32% lower CAC, 35% conversion lifts). AI-native operator (Claude · N8N) who has built brands from zero, scaled a venture to a successful acquisition, led cross-functional teams of up to 15+, and owned marketing budgets in the \$1M and P&Ls up to \$8M. ISB MBA.

**Selected impact:** \$8M P&L owned · \$1M marketing budgets · teams of 15+ led · 4–6x ROAS · 32% lower CAC · 35% higher conversion · 188% booking growth · 3 ventures built, 1 acquired

## CORE COMPETENCIES

**D2C P&L & Growth:** End-to-End D2C Business P&L · Growth Planning & OKRs · Sales, Traffic & Engagement · LTV/CAC · NPS · Unit Economics

**Strategic Marketing:** Integrated Marketing Strategy · Go-to-Market (GTM) · Annual Planning, Budgeting & ROI · Performance Management · Corporate & Market Positioning

**B2B & Enterprise Growth:** Account-Based Marketing (ABM) · Demand Generation · Sales Enablement & Technical Collateral · Thought Leadership · Partner & Channel Marketing

**CX & Conversion (CRO):** Site Optimization · A/B Testing · On-site & Off-site Interventions · Product Content & UGC Optimization

**Retention & Lifecycle:** Email · SMS · WhatsApp · Push · CRM Automation · Loyalty & Repeat Purchase · RFM Segmentation

**Merchandising & E-Commerce:** Own Website & App · Marketplaces (Amazon / Flipkart) · Bundling & Pricing · Catalog & Content Strategy

**Brand, PR & Communications:** Brand Strategy · Brand Building (0→1) · Storytelling & Messaging · Corporate Communications · PR & Stakeholder Engagement · ESG / Sustainability Narrative

**Analytics & AI:** Marketing Analytics & ROI · Cohort / RFM · GA4 · MarTech & RevOps · AI-Augmented Marketing (Claude · N8N)

**Leadership:** Team Building & Org Design · Agency & Vendor Management · Cross-functional Stakeholder Alignment · P&L Ownership (up to \$5M)

## PROFESSIONAL EXPERIENCE

### Founder & Growth Lead, Hill Queen Tea (D2C Brand)

Jan 2025 – Present

Noida, India | Own the end-to-end D2C P&L for a wellness tea brand across owned website, Amazon, and Flipkart — performance, conversion, retention, and merchandising.

- **Own the D2C P&L end to end** — performance marketing, site conversion, retention, and merchandising across owned website and marketplaces — tracking sales, traffic, LTV/CAC, and repeat rate.
- **Scaled paid media across Meta and Google to a sustained 4–6x ROAS**, complemented by organic, direct, and affiliate sources of traffic and revenue.
- **Built brand identity, positioning, and an integrated go-to-market** from scratch around a sustainability and ethical-sourcing narrative, launching across owned web, Amazon, and Flipkart and establishing the brand story end to end.
- **Owned the marketplace P&L across Amazon and Flipkart** — listings optimization, A+ content, marketplace SEO, sponsored campaigns, buy-box, and inventory-linked demand planning.
- **Scaled paid media across Meta, Google, and marketplaces to a sustained 4–6x ROAS** through disciplined bid optimization, creative A/B testing, and audience segmentation.
- **Lifted website conversion from 1.6% to 2.8%** via CRO — redesign, trust signals, and data-backed landing-page tests; grew AOV 22% through bundle engineering and post-purchase upsell.
- **Architected a CRM-led lifecycle across email, WhatsApp, and push** channels, driving 30%+ of monthly revenue from repeat customers.
- **Led a cross-functional team** of designers, performance marketers, affiliates, and influencers, owning all growth trade-offs.

## Associate Director — Growth Marketing, Vosmos (B2B SaaS Platform)

Mar 2024 – Feb 2025

Bangalore, India | Led full-funnel B2B GTM and account-based marketing for an enterprise SaaS event platform across three product lines. Managed \$8M P&L and \$1M ad budget

- **Drove enterprise / ABM adoption by Salesforce, Dell, and Fortune 500 accounts** through outcome-led positioning, technical collateral, and sales enablement, managing a \$8M PnL.
- **Restructured GTM around outcome-driven narratives** (sharp ICP and messaging), improving demo conversion 35% and cutting the average sales cycle by 3 weeks.
- **Reduced blended CAC 32%** via structured A/B experiments across landing pages, creative, funnels, and lifecycle touchpoints.
- **Owned product marketing and launches** across three product lines — including an 'AI in Events' capability and an artisan-led commerce platform — from vision to go-live.

## Chief Growth & Product Officer, Aabhusanify (D2C + B2B)

Dec 2022 – Apr 2024

Bangalore, India | Founded and scaled a D2C + B2B brand to a successful acquisition — owning brand, growth, and corporate positioning end to end.

- **Owned the D2C P&L and achieved 5x ROAS** across Google, Meta, influencer, and affiliate channels with disciplined CAC and LTV tracking.
- **Redesigned the discovery-to-purchase journey and launched an AI-powered consultation experience** — lifting AOV 35% and repeat purchase 18%.
- **Ran NPS and review / UGC programs** to guide product, content, and reputation; built and led the growth team and scaled the brand to acquisition.

## Fractional VP — Business Growth (Advisory), 212 Healthcare

Jun 2023 – Dec 2023

Noida, India | Owned a \$1M P&L and growth strategy in a healthcare services market.

- **Raised AOV 58%** via outcome-based packaging and merchandising; improved consultation completion 25% and repeat visits 20%, and launched an affiliate channel at lower CAC.

## Head of Growth & Product Marketing, CP Milk & Food Products (D2C App)

Mar 2021 – Feb 2022

Lucknow, India | Directed consumer growth for a D2C grocery-delivery app — \$5M P&L and \$200K+ ad budget across acquisition, conversion, retention, and lifecycle.

- **Launched a gamified referral program** that lifted acquisition 40% while cutting CAC 18%.
- **Cut CPI 25%, grew registrations 30%, and drove a 20% lift in transactions** through funnel and creative optimization.
- **Grew orders 27%** and improved retention via RFM segmentation and lifecycle-triggered engagement campaigns.

## Digital Marketing & Product Head, Waylo (B2B SaaS — Acquired)

Aug 2018 – Mar 2021

New Delhi, India | Owned product and growth for a B2B SaaS travel marketplace and its global demand partnerships; company later acquired.

- **Grew monthly bookings 188% (800 → 2,300)** by lifting conversion 35% through pricing experiments, UX, and funnel optimization.
- **Built GTM and partner-onboarding strategy** and managed global demand partnerships (Trivago, Kayak) on EPC, conversion quality, and contribution margin.

## Founder, Expletus Media (Performance Marketing Agency)

May 2015 – Aug 2018

Delhi, India | Founded and ran a performance-marketing agency — managing multi-client paid acquisition and the agency P&L.

## Business & Financial Analyst, Tata Consultancy Services

Aug 2012 – Apr 2015

Pune, India | Delivered analytics and reporting for enterprise clients — the analytical foundation for a metrics-driven marketing career.

## EDUCATION

Indian School of Business (ISB) — MBA, Marketing & Operations

2022 – 2023

Sikkim Manipal Institute of Technology — B.Tech, Electronics & Communication

2008 – 2012

## SKILLS & MARTECH STACK

**Growth & Strategy:** Integrated Marketing Strategy · GTM · Product Marketing · Demand Generation · ICP & ABM · CAC/LTV Optimization · Lifecycle & CRM · CRO · A/B Testing · SEO/SEM · Content Marketing · D2C · E-Commerce · Performance Marketing · RevOps

**Brand & Communications:** Brand Strategy · Positioning & Messaging · Corporate Communications · PR & Stakeholder Engagement · ESG / Sustainability Storytelling · Thought Leadership

**Analytics & Platforms:** GA4 · Mixpanel · AppsFlyer · Tableau · Google Data Studio · HubSpot · Salesforce · Klaviyo · Braze · Shopify · Amazon Seller Central · Flipkart Ads · Meta Ads · Google Ads · LinkedIn Ads

**AI & Automation:** Claude · ChatGPT · N8N AI Agents · Prompt Engineering · Meta Advantage+ · Google Performance Max · Content & CRM Automation