

FAHAD KHWAJA

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Strategy & Business Operations Manager

Dynamic business leader creating operational excellence and driving results that enable companies to scale for growth.

Effectively set strategic direction and facilitate profitable expansion by clarifying market positioning, developing impactful product messaging, and cultivating trust-based client relationships. Provide C-suite leaders with data-driven insights while adopting systems, processes, and tools to streamline workflows, improve project management, and lift team productivity.

Expertise: Strategy Planning ▪ Operations Management ▪ Business Management ▪ Team Leadership ▪ Problem Solving
Team Building ▪ Workflow Optimization ▪ Process Improvement ▪ Product Development & Launch ▪ Project Management
Client Relations ▪ Customer Success ▪ Cross-Team Collaboration ▪ Data Analytics/Insights ▪ Market/Competitor Research

PROFESSIONAL EXPERIENCE

WAINUP GEOTECHNICAL ENGINEERING STARTUP | 6/2024-PRESENT

Strategy & Business Operations Manager

Report directly to the CEO, providing strategic leadership for a geotechnical product startup producing durable, field-tested tools for engineers and surveyors. Shape operational vision/direction to penetrate and expand business in a niche market.

- **Shaped product development and go-to-market strategies** for the startup by leading market and consumer research.
- Leveraged user research and operational testing to define and implement growth initiatives that enabled the company to **expand its product portfolio from 4 to 10 offerings**.
- Analyzed client outreach data to generate insights and define tactics that **enhanced customer engagement and conversion rates** through targeted relationship-driven communication and messaging.
- Advanced business development by **developing competitive pricing and high-impact positioning plans**.
- **Cut order processing times and improved reliability** by developing and refining internal logistics workflows.
- Collaborated with engineering teams and client representatives to align strategic vision with execution plans.
- **Defined and tracked KPIs companywide while leveraging data management tools and AI** to streamline internal workflows, enhance decision-making, automate data/market research, and improve reporting.

ARTISTIC GLASS | 9/2019-5/2024

Strategic Accounts & Operations Manager (1/2022-5/2024)

Directed daily operations while optimizing client relations with strategic accounts for a custom fabrication firm specializing in architectural glass projects for hospitality and commercial businesses. Led four to six team members per project.

- Cultivated trusted relationships with high-priority accounts, **expanding revenue from repeat business 30%**.
- **Managed 30+ projects simultaneously**, overseeing project managers/teams from planning to execution.
- **Improved team productivity 15%** by leading adoption of cloud-based collaboration tools such as Slack, Trello, and Notion, driving better alignment and visibility across ongoing client projects.
- **Enhanced project management and expedited delivery time** by standardizing internal workflows and processes.
- Developed executive dashboards to track KPIs and monitor project revenue, timelines, and quality metrics.
- Prepared project estimates and handled client negotiations, **working on deals ranging from \$25K to \$500K+**.

Sales & Client Development Representative (9/2019-1/2022)

Worked directly with clients while optimizing sales performance for a custom glass fabrication firm operating in NYC.

- **Elevated customer success 15%** by analyzing escalated tickets to effectively address/resolve recurring issues.
- Launched two new products and implemented structural improvements to **expand customer satisfaction 15%**.
- **Led market analysis and competitive benchmarking** to inform decision-making and support growth strategies.
- Analyzed and interpreted customer feedback to generate insights and shape planning for product development.

EDUCATION & TRAINING

Bachelor of Science (BS) – Science, Technology, & Society (2025) – State University of New York (SUNY), FARMINGDALE

Technical Skills: Salesforce, HubSpot, Trello, Monday.com, Canva, Google Analytics, Chat GPT, Notion AI, Claude AI, Slack, Google Workspace, Shopify, Looker, Notion, Airtable, Miro, Zoom, MS Office (Excel)