

Saad Ali Khan

11+ Yrs of Versatility in Leading Teams and Growing Businesses
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Authorized to work in the United States | Open to Relocation | Open to Remote, Onsite and Hybrid modes | Valid TX Driver’s License



Professional Summary

Career Overview: 11+ years in product, marketing, operations, and program management with direct impact on profit, retention, and scalability in complex, dynamic and matrix environments. Built and scaled 8 products and 4 business units that led to profitability in a short duration using a combination of leadership, change management, data and automation. Delivered measurable results in collaboration with cross-cultural and global teams through clear communication and team alignment, while keeping employee turnover to less than 5%

Areas of Expertise: Program Management | Growth Strategy | Data-Driven Decision-Making | Change Management | Product Management | Business Unit Leadership | Project Management

Industries/Niches: Information Technology | SaaS | Design Services | eCommerce Marketplace | Manufacturing | Real Estate | Construction Machinery | FMCG | Food & Beverages | Fast Food Business | Beauty Equipment | Health & Fitness Equipment

Why me? I will be your key asset who will help your business grow faster and operate better by leading cross-functional teams that drive revenue, optimize systems, deliver complex projects, and retain customers at scale

Skills

- **Business Strategy:** Program Management | Resource Management | Product Planning | Market Growth
- **Business Ops:** Operational Excellence | Product Lifecycle Optimization | Performance Dashboard | Cross-Functional Team Management
- **Market Research:** A/B Testing | Predictive Analytics | Data Analysis | Market Analysis | Pricing Strategy
- **Business Growth:** Demand Generation | Campaign Execution | Marketing Automation | Sales Automation | Channel Strategy | Conversion Rate Optimization)
- **Business Tools:** Asana | Trello | ClickUp | Slack | MS Excel | Google Sheets | Google APIs | Zapier
- **Marketing Tools:** Google Ads | Meta Ads | LinkedIn Ads | Bing Ads | MailChimp | Klaviyo | Hootsuite | Yoast SEO
- **eCommerce Tools:** HubSpot | WooCommerce | Stripe | BrainTree | Google Merchant Center | Walmart Seller Center | Amazon Seller Center
- **Analytics Tools:** SEMrush | Screaming Frog | Helium10 | GA4 | Hotjar | Google Search Console | RStudio

Work Experience

Project/Program Manager at Revolusys Inc.		Mar 2025 – Present Full Time Hybrid
Company Info:	Delaware-based company that focuses on startup and SMB growth through various design, marketing and product based solutions	
Job Summary:	Managing projects and programs related to product development as well as market research, business growth and operational excellence	
Top Achievements:	<ul style="list-style-type: none">● Increased the revenue of their eCommerce share by 20%	
Senior Program Manager at Utopia Industries (Utopia Deals)		May 2024 – Mar 2025 Full Time Onsite
Company Info:	U.S. export-focused manufacturer and DTC Amazon and Walmart seller (Est. 2011), with supply chain operations across Asia	
Job Summary:	Managed portfolio of pipeline products as well as projects and programs related to exploring new niches, operational improvement, sales projection, market research, data analysis and brand acquisition	
Top Achievements:	<ul style="list-style-type: none">● Applied deterministic record linkage on 7M corrupted transactions using taxonomy, semantics, pricing, and 450M public address records which improved product decisions and enabled resolution of 6 trademark disputes that eventually resulted in savings of over USD 1 million● Improved product lifecycle operations for portfolio of 176 consumer products that reduced timelines by 12% and lowered costs by 20%● Facilitated in joint ventures and acquisitions of 150+ brands on Amazon and Walmart along with their sourcing hubs that were either dormant or underperforming	
Marketing Project Manager at Moving Adverts FZ LLC		Jul 2023 – Mar 2024 Part Time Remote
Company Info:	U.K. advertising agency (since 1978), now operating in Dubai	
Job Summary:	Built, launched, optimized and managed digital ad campaigns and brought in results to retain clients	
Top Achievements:	<ul style="list-style-type: none">● Reduced real estate lead Cost per Acquisition (CPA) to approximately USD 10 through targeted campaign optimization, better than USD 70 industry average	
Product Marketing Program Manager at SJ Curve FZ LLC		Jul 2023 – Dec 2023 Part Time Remote
Company Info:	Dubai-based startup supporting early-stage MarTech, EdTech, and affiliate ventures with launch and business growth services for them	
Job Summary:	Managed and collaborated with teams related to content, design, research, marketing, operations and product launch to manage client and product portfolio	
Top Achievements:	<ul style="list-style-type: none">● Supported launch of 5 early-stage startups by mentoring and managing cross-functional teams in content, design, research, marketing and product launch	
Career Sabbatical		Sep 2022 – Jul 2023 Full Time Home
Engaged in freelance projects while managing home construction and sustaining financial independence		

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Senior Project/Program Manager at SleekHive Technologies (and its sister concerns) Jan 2019 – Sep 2022 | Full Time | Hybrid

Company Info: Digital service providers offering digital growth solutions to startups and SMBs across United States and global markets
Job Summary: Led a business unit that launched digital services, improved customer services, enhanced sales and marketing techniques and increased profitability

- Top Achievements:**
- **Enabled downstream decision making** through streamlined dashboards, custom reports, and performance forecasts across all organizational levels, which **improved measurable productivity by 45%** across business functions
 - Built training modules and a knowledge-sharing system that **improved measurable performance by 50%**
 - **Reduced turnover to below 5%** by increasing accountability through leadership training, 360° reviews, anonymous feedback, and balanced incentives
 - Launched 8 service products that increased **profitability by 2x** and grew the **customer base by 5x**
 - Led the deployment of Spatiotemporal Reinforcement Learning and Retrieval-Augmented Generation (RAG) models by using internal scoring logic and external APIs to enable **over 100x marketing ROI** and **33% year-over-year revenue growth**
 - Optimized customer lifecycle and commercial value chain which resulted in **56% increase in upsells, 48% increase in repeat orders, 22% drop in churn, refund rate below 0.1%, 85% chargeback win ratio, 62% more new orders, 25% lower CPA, 116% growth in new acquisitions, and 2x increase in customer lifetime value**
 - Launched a business unit that **achieved profitability in 6 weeks**, managing customer lifecycle and commercial operations

eCommerce Product Manager at Golden Enterprises Oct 2018 – Jun 2022 | Part Time | Hybrid

Company Info: Pakistani manufacturer (Est. 1986) of plastic houseware products under the flagship brand “Appollo”
Job Summary: Managed eCommerce stores on marketplaces, launched and optimized organic marketing campaigns and built relationships with traders
Top Achievements:

- Managed portfolio of their **100+ trader clients** and optimized their eCommerce storefronts

Business Growth Manager at Macaw Solutions Oct 2017 – Jun 2018 | Full Time | Onsite

Company Info: Boutique IT firm (est. 2016) providing design and ops support to United States startups and SMBs, including VerifPoint
Job Summary: Managed revenue generation cycle from marketing to post-sales upgrade as well as ensured that client projects are delivered on time
Top Achievements:

- Launched and managed a business unit for startup and digital services that reached **breakeven in 2 months**

B2C eCommerce Growth Manager at Al Bait Foods Mar 2017 – Aug 2017 | Full Time | Onsite

Company Info: Consumer food brand (est. 2017) offering frozen meals and traditional Pakistani lunches for home and workplace delivery
Job Summary: Managed sales, marketing, customer support and supply chain related to online orders of frozen-food products and lunch delivery
Top Achievements:

- Maintained **98% on-time frozen food delivery in over 110°F** by managing full cold chain operations
- Crossed **breakeven in 3 months** on end-to-end eCommerce operations

Co-Founder at Travely.PK Jan 2017 – Mar 2020 | Part Time | Hybrid

Company Info: Tourism startup that was launched with working capital of mobile network and electricity cost. Profitable since the beginning. Shutdown amid COVID-19

B2B eCommerce Growth Manager at TradeKey Jan 2013 – Jan 2017 | Full Time | Onsite

Company Info: B2B e-commerce marketplace (since 2006), facilitating global trade across industries and markets
Job Summary: Managed portfolio of importers and exporters, facilitated cross-border trade, managed projects related to operational excellence, sales and marketing, online reputation management, new product development and industrial/trade development
Top Achievements:

- Closed a **USD 135 Million trade agreement** by leading an 18-month cross-border negotiations between a U.S. importer and a Chinese manufacturer
- Facilitated the **launch of 3 digital services** to enable secure trade which **increased market size by 20%**
- Managed supplier portfolio in separate projects funded by WorldBank and UNCTAD in North Africa

Education

- Program Management Professional (PgMP) — Project Management Institute Exam Scheduled in Sep 2025
- Executive MBA in General Management — Institute of Business Administration Karachi (Coursework Completed) Enrolled in Apr 2016
- Bachelors in Engineering (B.E.) in Biomedical Engineering — N.E.D. University of Eng. & Tech. (Graduate Project: Non-Invasive Glucometer) Graduated in Dec 2012