Tehsin Rashad

Operations & AI Leader · E-commerce / Amazon · Supply Chain, ERP & Automation at Scale

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SUMMARY

Operations and AI leader who scales multi-brand e-commerce by turning messy backend operations into clean, automated systems. Over 7 years I have grown teams from 8 to 80+, run a $150M+ portfolio across 40+ channels, and shipped 10+ production AI systems that run operations unattended. I do not just "do AI" — I have run the ops, so I build the tools that put out the fires: freight-issue detection, ERP migration, EDI automation, and demand planning that move efficiency, accuracy, and EBITDA. Looking for a Head / Director / VP of Operations & AI role at a commerce brand or Amazon agency.

CORE COMPETENCIES

Ops leadership: P&L ownership, team building 8→80+, cross-division execution

Amazon: Vendor Central (1P), Seller Central (3P), 3P→1P transition

Supply chain: 3PL network design, carrier audit, logistics, demand planning

AI & automation: 10+ live production systems, ML deployment, Claude Code

Channels: Shopify, TikTok Shop, Walmart, omni-channel retail (40+)

ERP & data: Sage Intacct, EDI, Power BI, data governance, SellerCloud

PROFESSIONAL EXPERIENCE

Head of Executional Operations — Lifepro Fitness

Apr 2026 – Present

AI, Automation & Cross-Division Execution · Execution partner to the Director of Operations

- Own operational execution across a **$150M+ multi-brand e-commerce portfolio** (Lifepro, Petcove, Joyberri + others) selling through Amazon 1P & 3P, Shopify, TikTok Shop, and omni-channel retail across **40+ channels** — spanning Data & BI, Logistics, Customer Service, Technology, and AI & Dev.
- Build and run a live suite of **10+ production AI systems (not pilots)**: daily freight-issue detection across **1,000+ international shipment rows** (US/CA/EU/UK), missing-PO monitoring on **900+ purchase orders**, weekly SKU-by-SKU catalog-compliance reporting, and carrier-credential monitors — all running unattended before business hours, including through a full week of leave.
- Program lead for the **ERP implementation (Sage Intacct) across 7 legal entities** — a 115-task backward-planned migration off QuickBooks covering chart of accounts, master data, banking, and the Ops–Finance reporting bridge.
- Drive the **3PL network rebuild across US & Canada** (RFPs, rate negotiations, vendor selection); a carrier-audit initiative surfaced **$170K in recoverable billing errors on ~$5M annual parcel spend** (30,000 DTC shipments/month).
- Serve as the operational escalation layer between Division Heads and the DOO — e.g., identified TikTok Shop's US logistics mandate, enrolled the company in the beta, and assigned internal owners within a single day.

Head of Artificial Intelligence — Chai Vision

Jul 2025 – Aug 2026

Multi-brand commerce group (parent of Lifepro, Petcove + other high-growth labels)

- Led the AI vision and multi-year roadmap accelerating product, supply-chain, and customer-experience innovation across all portfolio brands.
- Automated end-to-end operations — demand planning, purchase-to-pay, inbound QC, customer support, and marketplace optimization — unlocking gains in efficiency, accuracy, and **EBITDA**.
- Managed a cross-functional **AI Guild** of data scientists, ML engineers, and PMs shipping models at **99.9% uptime** via Git-native CI/CD and real-time observability.
- Embedded Responsible-AI practices (bias scans, lineage tracking, model cards) to meet EU AI Act and U.S. Executive Order requirements; drove an AI-first culture via an "AI Fluency" program and quarterly hack weeks.
- Owned the AI P&L — negotiated vendor contracts and optimized infrastructure spend for double-digit YoY ROI improvement.

Head of Data Management — Chai Vision
May 2021 – Aug 2025

Built Developer (EDI & Integrations), Power BI Reporting, and Data Governance from scratch

- Hired the first EDI Developer and automated **>90% of dropship and in-stock orders**, cutting processing time from **72 hours to under 6 minutes**.
- Migrated **15+ spreadsheet reports to Power BI** — real-time dashboards with MoM tracking, conditional alerts, and trend insights — and trained PMs, Purchasing, and Ops to act on the data.
- Led the SellerCloud–Kibo integration for seamless vendor operations, and built Reserve Distinction & Inventory Aging APIs to power forecasting and reduce stockouts.
- Launched a company-wide Data Ownership initiative, migrating 30+ key fields into SellerCloud with field-level accountability across 7 teams; standardized pipelines on Google Cloud and rolled out Monday.com.

Manager of Operations — Lifepro Fitness
May 2021 – Mar 2025

Catalog, Deals & Promotions, Wholesale/Omni-Channel, and Amazon 3P→1P

- Built the **Wholesale & Omni-Channel department from one person to a team of 10**, growing sales from **$0.5M to $3M annually** across QVC, Target+, Macy's, Wayfair, Kohl's, Walmart USA/CA, TikTok, and 15+ more platforms.
- Founded the Catalog department (1→6) and the Deals & Promotions department (1→4), running 1P/3P deal strategy including Prime Day with Amazon Vendor Managers.
- Led the **Amazon 3P→1P transition** end to end — built the profitability, decision, deals-calendar, and negotiation frameworks from scratch and stood up the 1P team.

EARLIER EXPERIENCE

Co-Founder, Textile Pakistan by Innovatize (2021–2025) · **Director of Operations**, PAS Agency (2022) · **Amazon Brand Manager**, Seller Downtown (2020–2021)

Earlier Amazon / e-commerce roles (2018–2021): PPC Strategist, Account Manager, and FBA Consultant across multiple brands — listing optimization, organic ranking, PPC, and launch strategy; Business Owner, Revolution Clothing.

EDUCATION

B.Eng, Electrical & Electronics Engineering — National University of Sciences & Technology (NUST)
2016 – 2020