

Laxman Rawal

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SUMMARY

Operations Manager | Program Manager | Founder's Office & Strategy Execution

AI-native Operations Leader and Ex-Founder driving 0-to-1 execution, process optimization, and scalable workflow design. Leverages strong financial acumen (CA-Inter) alongside practical AI automation (voice agents, LLM workflows) to eliminate operational bottlenecks, slash turnaround times, and drive direct P&L growth. Known for extreme ownership, cross-functional leadership, and building high-velocity operational engines in high-ambiguity environments.

Career Highlights:

- Boosted visit conversions 3.5x by deploying AI voice response workflows cutting speed-to-lead to <10 seconds.
- Accelerated client collections by 77% (18 to 4 days) and eliminated 30% revenue leakage via automated site tracking.
- Saved over \$2,000 per property by replacing manual media production with GenAI pipelines, cutting turnaround from 3 days to <15 mins.
- Led a 7-person team as Acting Manager at Amazon, driving operations to 165% capacity at a 98%+ quality accuracy benchmark.
- Cut client status inquiry calls by 90% by building automated project tracking and reporting distribution systems.

SELECTED EXPERIENCE

Scalify With Ai

June 2025 – July 2026

Founder & AI Operations Specialist

- Operations & Delivery: Led end-to-end business operations, client project delivery, and workflow re-engineering for clients across construction, real estate, and hospitality sectors.
- Revenue & Cashflow Operations: Redesigned milestone reporting and payment collection mechanisms for engineering firms, compressing collection cycles by 77% (from 18 days to 4 days) and plugging 30% unbilled revenue leakages.
- Inbound & Sales Operations: Restructured the inbound sales funnel by implementing a standardized 5-point qualification framework, eliminating non-qualified pipeline noise and tripling sales team closure capacity.
- Customer Journey & Turnaround Time (TAT): Streamlined customer onboarding workflows to slash speed-to-lead response times to under 10 seconds, driving a 3.5x boost in visit conversion rates.
- Resource Optimization & Cost Control: Audited and optimized physical facility operations, achieving a 20% reduction in utility overheads and cutting guest onboarding processing time by 80%.
- Marketing & Channel Attribution: Designed unified operational dashboards across 5+ acquisition channels, giving executive leadership complete transparency over marketing ROI and unit economics.
- Stakeholder Communication: Standardized automated project status distributions, eliminating 90% of redundant operational check-ins and client escalations.

Amazon Global Operations

Senior Risk Investigation Specialist (Acting Manager)

Sept 2021 – Oct 2024

- Team Leadership & Execution: Stepped in as Acting Manager to lead daily operational performance for a 7-person team, surpassing operational targets by achieving 165% productivity capacity while sustaining a 98% quality accuracy rating.
- Risk & Process Control: Managed high-exposure risk escalations and investigations; identified systemic operational defects and instituted standard mitigation frameworks that lowered defect rates by 15%.
- Training & People Development: Onboarded, trained, and mentored 30+ risk investigators on investigation frameworks, quality standards, and root-cause analysis (RCA).
- Continuous Improvement: Partnered with cross-functional leadership to continuously audit SOPs, eliminate bottlenecks, and ensure high operational compliance across high-volume marketplace accounts.

EDUCATION

Bachelor of Commerce (BCom) – St. Joseph's College of Commerce	2015 – 2018
CA-Intermediate – Institute of Chartered Accountants of India (ICAI)	2018 – 2020

KEY SKILLS & TOOLS

AI & Automation Tools: Retell AI, ChatGPT, Claude, Gemini, Gemini Notebook, Google Veo, Nano Banana, Apify.

Operations & Project Management: Asana, Jira, Monday.com, Miro, Process Engineering, SOP Development, Bottleneck Elimination, Root Cause Analysis.

Revenue Ops & Lead Systems: Speed-to-Lead Architecture, Lead Attribution, Conversational AI Agents, Inbound Qualification Funnels, CRM/Pipeline Automation.

Data & Risk Analysis: Fraud Investigation, Defect Reduction, Executive Dashboards, Attribution Modeling, Operational Leakage Auditing.

Leadership & Stakeholder Management: Team Mentorship, Cross-Functional Alignment, Client Management, Acting Team Management.

CERTIFICATIONS

Digital Marketing Program – UT Digital Media

AI for Product Managers

Claude 101