**Imad Rehman** +1 (347) 934 - 5651 | rehmanimad.analyst@gmail.com
US Citizen

**Senior Startup Executive | COO | CEO | Head of Strategy**

Results-driven senior executive with 18+ years of entrepreneurial and corporate leadership experience in the U.S., specializing in **scaling startups, strategic market expansion, and operational excellence**. Proven track record in launching and growing multimillion-dollar businesses across **technology, e-commerce, fintech, and logistics**, with expertise in AI-driven solutions and high-impact partnerships. Seeking leadership roles in **UAE, Saudi Arabia, or Qatar** to drive **startup growth, investor relations, and digital transformation**.

**Core Competencies:**

* **Startup Growth & Scaling:** Spearheaded high-growth ventures with multimillion-dollar revenues.
* **Strategic Partnerships:** Built partnerships with **Uber, Morgan Stanley, Ivy League Universities and NYC government agencies**.
* **AI & Digital Transformation:** Led data-driven business strategies using **AI & analytics**.
* **Fundraising & Investor Relations:** Experienced in pitching to **VCs, angel investors, and corporate funds**.
* **E-Commerce & Market Expansion:** Scaled **import/export and D2C brands** with global reach.
* **Operational Leadership:** Expertise in managing cross-functional teams and executing **lean operations**.

**Professional Experience**

**Founder & CEO | Kleencart (***Marketplace***)**

* Working on building an ecosystem for halal economy
* Accepted in accelerator program
* Developed strategic partnerships with industry experts and onboarded them on the advisory panel
* Unfortunately, due to an accident leading to spinal injury and severe back pain I had to quit from the startup and seek medical treatment

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**Founder & CEO Board Member | Plutus Imports | Panoply Décor | Reverie Memorials *(2021 – Present)***

* Built a multi-brand **import/export business** selling across **Amazon, Shopify, and B2B channels**.
* Scaled revenue to **$5M+**, expanding distribution in **North America**.
* Optimized supply chain and logistics, cutting costs by **30%** through tech-driven solutions.
* Resigned from CEO to focus on Kleencart.

**Senior Technical Program Manager | CareMetX *(2022 - 2024)***

* Managing **AI-driven automation projects** for a healthcare technology firm.
* Driving operational efficiencies through **data analytics and AI**.
* Quit Caremetx to focus on Kleencart.

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**Founder & CEO | Evalina Blossom *(2021 – 2022)***

* Worked on developing an all-natural floral skincare line with unique ingredients and composition
* Received phenomenal results and feedback
* Developed the first ever skincare candle

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**Founder & CEO | Roasted Masala Restaurant *(2018 – 2020)***

Project was to develop satellite / ghost kitchen (even before the concept was introduced) across the entire NYC’s 5 boroughs starting with Manhattan. At full scale expansion the projected revenue target was set to achieve $100M+

* Launched a **high-end restaurant in NYC’s Upper West Side**, growing revenue to **$2M in 15 months**.
* Partnered with **5 Morgan Stanley campuses** as a permanent on-site restaurant.
* Established relationships with corporate clientele and was offering lunch services to 3 -5 five office buildings daily.
* Established relationships with universities, especially Columbia University NYC as their preferred catering restaurant.
* Developed trust and quality whereby became the first choice for corporate catering before COVID-19 impact.
* Optimized restaurant catering processes and delivery systems to meet the exponential demand
* Made innovative changes into the existing mundane dishes to spark interest and turned the dishes into instant sell outs.

**Marketing & Strategy | Roasted Masala &** Watermelon Guys (2019 – 2020)

* Attended multiple street events to gain exposure for Roasted Masala
* Understanding the market developed and introduced all fresh watermelon juice
* Successfully managed to turn a sale concept into a brand The Watermelon Guys
* Successfully managed to gain market share and had a ROI of 30x.

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**Founder & CEO | TLC Academy *(2016 – 2019)***

Project was to develop the best NYC TLC Commission licensed school in the city of NY and introduce services around the entire industry of ride sharing.

* Launched TLC Academy an educational institution in partnership with the city of New York and Uber.
* Introduced dynamic packages, pricing and excellent customer service, turning the school into one of the most prestigious organizations in the industry with a consistent 4.9-star rating.
* Took the school from zero revenue to profitability in mere 6 months.

**Founder & CEO | TLC Academy | TLC Rentals *(2017 – 2021)***

* Introduced an Uber rental fleet service, whereby newly licensed drivers could rent licensed vehicles to work in the ride share industry.
* Scaled from 1 car to owning and managing over 600 vehicles and generating a healthy revenue of over **$14M+** million dollars.

**Founder & CEO | TLC Summons & TLC Protect *(2017 – 2019)***

* Introduced a legal assistance service to ride share drivers who would regularly face compliance issues.
* Introduced a membership program and had 1000+ members signed up.

**Founder & CEO | Pilot Program *(2017 – 2019)***

* Partnered with the City of New York TLC Commission in a pilot program Vision Zero with the mission to bring road fatalities in the city by installing a tracking device to collect driving data.

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**Sales & Marketing | Palisades Dealer Funding *(2015 – 2016)***

* Lead the sales and marketing of a newly introduced vehicle financing program.
* Managed to sign up multiple fleet owners on the platform
* Helped finance over 3000 vehicles making it one of the most successful finance programs.
* Generated over **$100M+ in auto loan transactions** through **fleet sales and individual financing**.

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**Founder & Relationships Officer | Eveready Limo Corporation *(2014 – 2015)***

* Developed client relationships to provide luxury limousine services in the Tri Sate Area
* Provided with excellent customer service by redefining and optimizing the entire processes

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**Business Analyst | CAMMIS | Xerox | Cognizant *(2013 – 2014)***

* Led **state-level IT transformation projects** for government and healthcare sectors.

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**Founder & Managing Director | NYC Motor Cars *(2012 – 2013)***

* Established a car dealership that was later acquired by a **car finance company**.

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**Education & Certifications**

* **MBA, Long Island University C.W. Post, NY (2010)**
* **B.S. in Business Management, MJP Rohilkhand University (2007)**
* **Customer Analytics – University of Pennsylvania (2023)**
* **Google Certifications:** Digital Marketing, Advanced Analytics, Google Tag Manager
* **Agile Product Owner Role: Foundations | Business Analysis & Process Management**

**Languages & Market Exposure**

* Fluent in **English, Urdu, and Hindi**.
* Extensive business experience in **the USA**.