

SUVAM SAHOO

Founder of Knox · BBA student · Business operations, systems and process improvement

Bhubaneswar, India · Remote or Bhubaneswar · +91 7750824147 · suvamhq@gmail.com

suvamsahoo.com · linkedin.com/in/thesuvamsahoo · knox.team

SUMMARY

I love solving problems, especially the messy business kind. Give me something inefficient, repetitive, or held together by one overworked person, and I will start asking why it works that way, what could be simpler, and what could run without anyone touching it. I have been doing this to my own businesses since I was a teenager, and once inside someone else's. I want to do much more of that, at an early-career level, in a company growing faster than its systems.

I am not an experienced operator yet. This page is about how I think, not how senior I am.

HOW I THINK

The same five questions, always in the same order: Why are we doing it this way? → Can this be simpler? → Can this be automated? → Can we build a system around it? → Can it work without me?

EXPERIENCE

Founder — Knox Technologies

Nov 2022 – Present

The agency that ran on my hours. Started as one person building Shopify stores for Indian D2C brands; revenue tracked my hours and quality tracked my attention.

- Turned delivery into a repeatable pipeline — standardised scoping, build, QA and handoff so quality stopped depending on who picked up the ticket
- Cut the service menu to two things (Shopify builds, D2C growth); narrowing the offer is what made a delivery system possible at all
- Hired six people with clear ownership across delivery, design and client success, documenting each process before delegating it
- Outcome: average turnaround 21 → 9 days across 100+ builds; 45+ D2C brands incl. boAt, FNP, Miduty and Streaks; ₹1Cr+ ARR from zero; 95%+ client satisfaction held while turnaround halved; the business now needs 20–30 minutes of my day

Head of Operations (6-month engagement) — elevraa

Feb 2026 – Jul 2026

The founder was the operating system. A LinkedIn outreach agency where every escalation, pricing call and delivery exception went through one calendar; cash was slow and nobody could say which role owned which outcome.

- Mapped the business as four systems — sales, onboarding, delivery, account management — with defined handoffs; most of the chaos was handoff chaos
- Wrote SOPs and one owned number for each of seven roles, with a weekly reporting cadence, so "who owns this?" stopped being a question
- Put billing on a fixed cycle with receivables visible weekly and follow-up as a defined step
- Built a second line of leadership and removed the founder from eight recurring workflows
- Outcome: client onboarding 9 → 3 days; cash collection cycle 34 → 10 days; overdue receivables –62%; client retention +18%

Founder — Knox Books

Jun 2026 – Present

The bookkeeping I refused to keep doing. Monthly finance admin — categorising, reconciling, GST, ITR — lived in three tools that did not talk to each other.

- Built the automation for myself first, in Python and workflow tools, so the monthly cleanup stopped being monthly
- Realised every agency and freelancer had the same problem and turned it into a product
- Partnered with CA firms for bookkeeping, GST and ITR compliance rather than pretending software alone could do Indian compliance
- Outcome: concept to launch in 7 months. Status: launched, early days

Earlier ventures and freelance work

2018 – 2022

- Self-taught developer from age 11; shipped 4 Android apps to the Play Store
- 30+ WordPress, Shopify and automation projects for startups and SMBs

WHAT I'M LOOKING FOR

Roles	Founder's Office (associate) · Business Operations · Strategy & Ops · Process improvement / automation
Shape	Internship, project-based work, or a full-time early role. Remote, or on-site in Bhubaneswar.

EDUCATION

Bachelor of Business Administration · Regional College of Management, Bhubaneswar · 2025 – Present

SKILLS

Operations	Process mapping, SOP writing, KPI / one-number-per-role frameworks, billing and receivables discipline, delegation and handoffs, client success
Automation	n8n, Zapier, Python, Claude Code, spreadsheets
Platforms	Shopify, WordPress, Notion, ClickUp, Git
Languages	English (professional), Hindi (native), Odia (native)