

Ghazi Farooq

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Berlin, DE | US Citizen + Germany Permanent Resident | Native English, A2 German

Profile

Highly accomplished Technical Program Manager with 15+ years of experience leading complex, cross-functional technology initiatives from concept to global launch, driven by a strong entrepreneurial spirit and a track record of building successful products. Proven expertise in defining technical roadmaps, scaling products and driving revenue growth. Passionate about software development with hands-on experience (Python, Rust, C), dedicated to delivering innovative and customer-centric solutions.

Areas of Expertise

Technical: Rust, Python, C, C++, SQL & NoSQL databases, microservices, cloud architecture, CI/CD, Web3, IoT, embedded systems, AI, SaaS, enterprise-scale services

Leadership: Strategic direction, executive influencing & C-level stakeholder management, team building & mentorship, product strategy oversight

Business Acumen: Product vision, roadmap execution, revenue generation & growth, global product launches, vendor relations, go-to-market strategy

Program Management: Agile methodologies, cross-functional team leadership, risk assessment & mitigation, roadmap planning & execution, budget management, stakeholder engagement

Professional Experience

Principal, Technical Program Manager

Twilio, USA | December 2021– April 2025

- Spearheaded the strategic shift to Twilio's next-generation 'warehouse-first' product suite
- Led cross-functional teams across engineering, product, legal, and go-to-market functions to align vision and drive consensus for critical initiatives
- Responsible for the launch of multiple data products from ideation to release ([Linked Audiences](#), [Linked Events](#), [Reverse ETL](#), [Profile Sync](#)) processing 65B+ events per week, ensuring high performance and scalability
- Drove the launch of a data warehousing platform in the EU, addressing GDPR compliance and customer requirements
- Oversaw quarterly planning and roadmap prioritization for Twilio's 200+ member Segment business unit, ensuring alignment with corporate objectives and accelerating time-to-value and revenue growth

IoT Program Lead

Akelius, Germany | 2018–2021

- Managed a \$20M multi-year IoT transformation initiative, delivering smart building solutions across seven countries
- Delivered a 6% revenue increase through the introduction of smart home features in properties
- Led the development of connected sensor networks, reducing property damages by 25% and energy costs by 15% annually
- Coordinated with stakeholders from property management, legal, and construction to ensure solutions balanced tenant experience with business goals

- Ensured compliance with data privacy regulations and safety standards in product rollouts across multiple regions

Founder & CTO

Startup Workshop, USA | 2016–2018

- Founded a software consultancy focused on helping early-stage startups validate product concepts and build MVPs
- Led the development and delivery of 7 successful MVPs, helping clients raise over \$3M in seed funding.
- Managed product strategy, roadmaps, and feature prioritization while leading a team of 20 engineers, designers, and product managers
- Fostered a culture of innovation, mentorship, and customer-centric development

Senior Project Manager

Nerdery, USA | 2014–2016

- Managed \$12M+ digital transformation projects for high-profile clients, including Nike and GrubHub
- Led discovery sessions to understand client challenges and crafted technology roadmaps aligned with strategic objectives
- Implemented Agile methodologies to ensure timely, high-impact project delivery

Founder

Teiz Motorsports, USA | 2008–2014

- Built a D2C e-commerce brand in the powersports industry, achieving 30% YoY revenue growth.
- Oversaw product design, supply chain, marketing, and customer service, optimizing operations for scale
- Implemented data-driven decision-making to enhance customer acquisition, retention, and product assortment strategies

Software Engineer II

Cisco Systems, USA | 2006–2008

- Developed firmware for Cisco's wireless access-point products, specializing in seamless device handoff and network efficiency
- Conducted code reviews and mentored junior engineers, promoting best practices

Education

BSc. Computer Science | BSc. Computer Networking | Minor in Mathematics

Purdue University, USA | 2002–2006