

CONTACT

LOCATION

Shah Alam, Selangor, Malaysia

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LINKEDIN

linkedin.com/in/hunainkhatri

PORTFOLIO

hunainkhatri.com

UPWORK

upwork.com/freelancers/hunainkhatri

SHOPIFY APP

wharfly.app

AVAILABILITY

Based in Shah Alam. Available immediately for senior roles (Employment Pass sponsorship required) and Shopify consulting.

LEADERSHIP

GKHAIR, USA

Led team of 13

RMA GROUP, BANGKOK

Led team of 6

CORDS CLUB

50+ active suppliers

CORE STRENGTHS

Purchasing

Reorder Planning

Demand Planning

Inventory Control

Alibaba Sourcing

Supplier Management

3PL Management

Warehouse Ops

Import Clearance

Freight Optimisation

Quality & Testing

Claims Management

Product Design

KPI Governance

Vendor Negotiation

TECHNICAL STACK

Shopify

Amazon FBA

Campfire ERP

Ramp

monday.com

Prediko

Excel / Google Sheets

Forecasting Models

SQL / Snowflake

Python

Tableau / Looker / Metabase

Google Apps Script

Claude / OpenAI APIs

EDUCATION

MBA

University of Karachi, 2002 to 2006

DIPLOMA

Supply Chain Management

CERTIFIED

Inventory Management

PROJECT MANAGEMENT FUNDAMENTALS

PMI Thailand, 2016

HUNAIN KHATRI

SUPPLY CHAIN AND OPERATIONS MANAGER

Procurement, inventory and logistics across ecommerce, B2B and production

Twenty years running supply chain, logistics and operations across ecommerce, B2B distribution, production and project cargo, in Southeast Asia, the US and South Asia. I lead teams, manage suppliers and logistics partners and own order to delivery, then build the forecasts, purchasing plans and inventory systems that keep stock available and cash working. I advise Shopify merchants on what to order and when, and built Wharfly, a free Shopify app for it.

20

YEARS IN SUPPLY
CHAIN

13

PEOPLE LED

6,000

SKUS FORECASTED

100+

SUPPLIERS
HANDLED

CAREER TIMELINE

Supply Chain Manager

Cords Club LLC, USA · jewellery brand Nov 2024 to Present

- Own end to end inventory of **3,000+ SKUs growing about 15% a month** across Shopify and Amazon FBA: demand forecasting, purchase budgeting, launch readiness and stock accuracy.
- Sunset underperforming SKUs using demand planning and margin impact analysis, so range decisions are quick and defensible.
- Built the FBA demand planning and shipment system for **152 SKUs and a 36K unit forecast**, with pack logic and a live demand versus supply view.
- Source and manage **50+ active suppliers** through Alibaba on a **15 to 20 order a month** cycle, enforcing supplier policies and compliance and diversifying beyond China.
- Lead product design with suppliers, **Intertek testing**, quality escalation and claims management.
- Developed the demand planning rules and strategy in **Campfire**, our custom built ERP, and co designed procure to pay with Finance in **Campfire and Ramp**.

Builder and Product Owner, Wharfly

wharfly.app · free Shopify purchasing app 2026 to Present

- Designed and built a Shopify app that turns recent sales, stock on hand and units on order into reorder suggestions with an **order by date** for each SKU.
- Covers the purchasing loop: purchase orders with approval limits, receiving into Shopify, supplier lead times, bills and payables aging. Built with the help of Claude Code.

Supply Chain & Cost Analyst

Amaze Holdings, Inc. (NYSE American: AMZE) · Remote Feb 2026 to Aug 2026

- Built the weekly revenue and COGS P&L system in Snowflake from **1.1M source rows**, tying cost to revenue at line level across 12 dimensions to show true margin by vendor, SKU and fulfilment partner.
- Owned cost analytics across 12 fulfilment partners, with carrier rate analysis over **58,397 shipments** exposing \$25,898 of cost drift for negotiation.
- Built 12 week forecasts across **6,000 SKUs** and a vendor offboarding model quantifying **\$258K** of backlog exposure at an 87% SLA breach rate.
- Redesigned the customer dispute process over 1,064 cases, lifting answered win rates from **8.9% to 30.2%**.

Supply Chain and Finance Consultant

Upwork, Top Rated Plus · Freelance 2019 to Present

- 100% Job Success, 28+ jobs, 2,100+ hours, every rating 5.0. Built reorder planning, inventory systems, KPI dashboards and cost models for eCommerce, retail and logistics clients.

Manager, Supply Chain

GKHAIR LLC, USA · global hair care brand · led team of 13 2019 to 2024

- Led demand planning, production planning, inventory control and sales administration.
- Owned order to delivery for B2B distributors, eCommerce and marketplaces, with international freight planning across multiple markets.

Logistics Manager

RMA Group, Bangkok · automotive & heavy equipment · led team of 6 2012 to 2017

- Ran logistics for government, military, NGO and UN clients: thousands of vehicles, heavy equipment and power generation projects moved across **5 continents**.
- Managed consolidated shipments, air charter, car carrier and RoRo vessels, project cargo vessels and ocean, rail and road freight, plus import clearance, customs compliance and freight spend against supplier SLAs.

INDUSTRIES

- eCommerceB2B Distribution
- ProductionShopify Merchants
- Creator Commerce
- Government & Military
- NGO & UN LogisticsJewellery
- Hair CareAutomotive
- Heavy EquipmentProject Cargo

LANGUAGES

English (Fluent) · Urdu (Fluent) · Arabic (Reading)

CLIENT FEEDBACK

- Hunain is a genius guy. He helped me a lot while fixing major issues in the supply chain. I highly recommend him.

Upwork client, 5.0
- He improved our entire supply chain system with meticulous attention. Flawless communication and an astute approach.

Upwork client, 5.0
- Incredibly helpful and proactive, completing tasks with minimal guidance and consistently delivering premium quality work.

Upwork client, 5.0

REFERENCE

KELLIE FAY
Director of Operations, Cords Club
kellie@cordsclub.com

SELECTED IMPACT

58,397
SHIPMENTS
ANALYSED

+21.3pts
DISPUTE WIN RATE
GAIN

\$258K
BACKLOG
EXPOSURE FOUND

36K
FBA UNITS
FORECAST

WHAT I BRING

Purchasing & replenishment	Reorder points, order by dates, purchase budgets, supplier lead time and on time tracking
Inventory planning	Rolling demand and supply plans, statistical forecasting, stock cover and inventory level strategy
3PL & warehouse	Partner selection and review, SLAs, inventory accuracy, freight cost control
Customs & freight	Import clearance, compliance, ocean, air charter, rail and road freight, RoRo and project cargo
Customer operations	Order management, delivery coordination, dispute and complaint handling
KPI governance	Operational dashboards, monthly reviews, root cause and corrective actions
People	Led teams of 13 and of 6; coaching, priorities and cross functional alignment

CONSULTING FOR SHOPIFY MERCHANTS

- What to order and when.

Reorder points and order by dates from your real sales.
- Stock health.

Stockout and overstock diagnosis by SKU, with cash tied up in inventory.
- Supplier process.

Purchase order workflow, lead times, approvals, receiving and payables.
- Tooling.

Sheets models or the Wharfly app, set up around how your team already works.

PROJECT PORTFOLIO

WHARFLY · 2026 · WHARFLY.APP

Purchasing App for Shopify Merchants

Free Shopify app that turns recent sales, stock on hand and open orders into reorder suggestions with order by dates, then runs purchase orders, receiving, supplier bills and payables aging. Built with the help of Claude Code.

AMAZE HOLDINGS 2026

Weekly Revenue & COGS P&L System

1.1M source rows into a weekly P&L across 12 dimensions, reconciling to the cent, with a scripted weekly refresh.

CORDS CLUB 2025

FBA Demand Planning System

152 SKU replenishment engine with pack logic, outbound shipment planning and demand versus supply view.

AMAZE HOLDINGS 2026

Vendor & Product Forecast Model

12 week forecasts by vendor, product group, SKU, country and zone from 129K order lines.

CONSULTING

Supply Chain KPI Dashboard

Live inventory turnover, order rate, unit cost, on time fulfilment and sellable versus expired stock.

AMAZE HOLDINGS 2026

Shipping Rate & Margin Analysis

Carrier rate cards by weight and zone across four currencies; loss making combinations flagged for pricing action.

CONSULTING

Financial Model & Forecasting

Cash flow forecasting, seasonality and reconciliation engine with automated transaction categorisation.

HOW I WORK

Measure first
EVERY SUPPLIER, FREIGHT
AND INVENTORY
DECISION BACKED BY A
RECONCILED NUMBER

Automate the
routine
RECURRING REPORTING
SCRIPTED SO THE TEAM
SPENDS TIME ON
DECISIONS

Own the outcome
FROM NEGOTIATION TO
LANDED COST TO THE P&L
LINE IT LANDS ON