
PANKAJ SARDA

FOUNDER & HEAD OF ENGINEERING | ENGINEERING LEADER

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PROFILE

Engineering leader and founder bringing technical depth and an owner's understanding of business across operating systems, SaaS, real-time AI, and physical operations. Connects system behavior, customer needs, team delivery, and business economics to guide technical strategy. Balances capital efficiency, operating cost, quality, and profitability, with practical build-versus-buy judgment and AI-assisted development processes that help lean teams ship maintainable systems.

EXPERIENCE

Intoin Works Pvt Ltd — Cofounder & Head of Engineering

Apr 2024–Present

- Cofounded Intoin Works and architected **Factory Manager and Trade Manager**, cloud ERP products for MSMEs connecting manufacturing workflows, production planning, bills of quantities, commerce, and payment reconciliation.
- Owned strategy and architecture for a client's shared **real-time Voice AI SaaS platform** powering Goal Manager, Campaign Manager, and DialIQ Virtual Front Desk; delivered production V1 and handed over to the team (Jan–Sep 2026).
- Connected multi-carrier telephony, AI orchestration, and web/mobile delivery; enabled frontend and backend work in parallel and reusable onboarding across business verticals.
- Established **AI-assisted SDLC processes** with planning, engineering review, end-to-end testing, and CI-based mobile releases; guided build-versus-buy and vendor decisions around reliability and operating cost.
- Product portfolio also includes **Exxtra**, SMS-based expense tracking, and **Choukashi**, a multilingual WhatsApp enquiry assistant for vehicle dealerships.

Frengen Industries — CEO & Entrepreneur

Mar 2016–Mar 2024

- **Built a manufacturing business from the ground up**: designed the factory, established injection molding workflows, and applied software discipline to plant and supply chain operations.
- **Launched Nuejen**, taking physical products from manufacturing into the market across solvent cements, pipe fittings, and CCTV junction boxes.
- Grounded investment and operating decisions in business economics, balancing cost, productivity, and quality across production, supply chains, and technology.

Microsoft Corporation — Senior Developer

Mar 2008–Mar 2016

- Contributed to **Windows 7, 8, and 10 and Windows Server**, with engineering depth from OS networking and hardware management to application-level tooling.
- Reworked background transfer architecture for a **50% throughput improvement**; designed datacenter management, resource controls, and secure delegation for reliable operations.
- Built code-change and test-coverage analysis used within an organization of approximately 150 developers and 150 testers. Mentored engineers and challenged designs with reliability and testability in view.

ADDITIONAL EXPERIENCE

USC · Software Engineer & Intern (Feb–Dec 2007): Built research tools and data systems. **AbeeSoft Technologies · Software Engineer (Aug 2004–Jun 2006)**: Delivered supply chain, CRM, HR, accounting, and inventory systems.

EDUCATION

M.S., Computer Science · University of Southern California · 2007

B.E., Electronics · Shivaji University, K.B.P. College of Engineering · 2003