

Roozbeh Karamnezhad Lali

Head of Internal Systems | Technical Operations | Business Systems | Automation & Integrations

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Professional Summary

Business Systems and Technical Operations leader with 17+ years of experience building internal platforms, integrations, and operational infrastructure that help companies scale.

Specialises in business process automation, system integrations, internal tooling, and data/reporting visibility across operations, finance, HR, and support teams. Experienced in aligning internal systems with SOC2 and ISO27001 compliance requirements.

Background spans web development, e-commerce platforms, analytics, and platform integrations, evolving into internal systems strategy, automation architecture, and operational transformation.

Selected Impact

- Built company intranet from scratch for a 30–80 person organisation, replacing scattered tribal knowledge with a centralised platform covering onboarding, offboarding, asset tracking, access management, and internal documentation.
 - Designed and deployed a partner portal integrating HubSpot and Xero, serving 30+ partners with real-time lead tracking and automated commission reporting.
 - Implemented an AI-powered lead qualification pipeline using Claude and OpenAI — classifying inbound HubSpot form submissions against the existing connector catalog, matching them to partner usage data, routing qualified leads to the right CS or partnerships contact, and filtering spam.
 - Built internal dashboards used by leadership, team leads, and cross-functional teams — covering product usage milestones, delivery performance, capacity monitoring, and operational reporting — where no structured reporting previously existed.
 - Implemented SSO from scratch across 30–50 user accounts and established access governance aligned with SOC2 and ISO27001 controls, as part of a shared compliance effort.
 - Built time reporting and delivery tracking systems from the ground up, giving project teams visibility into resource allocation for the first time.
 - Led the full technical separation during post-acquisition transition — splitting accounts, migrating data, and standing up independent infrastructure across Google Workspace, internal tools, and operational systems.
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Professional Experience

Patchworks – London, UK

Head of Internal Systems / IT & Internal Systems Administrator *Jan 2020 – Present*

- Led internal systems strategy across Operations, HR, Finance, and Support for a 30–80 person company, owning tooling, integrations, identity management, and automation.
- Designed and deployed internal portals, workflow tools, and integration flows using the Patchworks iPaaS platform, Airtable, Softr, and n8n — replacing manual processes with structured, self-service systems.
- Built and maintained the company intranet from nothing — centralising onboarding, offboarding, asset tracking, internal communications, documentation, and access control.
- Created a partner portal integrating HubSpot and Xero for 30+ partners, enabling real-time lead and commission tracking that previously required manual reconciliation.
- Built an AI classification pipeline (Claude/OpenAI) that processed inbound HubSpot form submissions — identifying relevant connectors, cross-referencing partner usage data, routing to the right team, and filtering low-quality or spam submissions.
- Developed internal dashboards for product usage milestones, process tracking, capacity monitoring, and delivery performance — used across leadership, team leads, and individual contributors.
- Implemented time reporting from scratch, giving project teams and leadership visibility into resource allocation, billable vs non-billable time, and delivery capacity.
- Built custom connectors and integration flows on the Patchworks iPaaS platform using APIs and data transformation scripts, supporting internal automation and cross-platform data movement.
- Implemented SSO from scratch and managed Google Workspace administration across 30–50 accounts, establishing access governance and provisioning workflows.
- Supported SOC2 and ISO27001 compliance as part of a shared effort, aligning internal systems with security, access control, and audit requirements.

Juno Ecommerce (Juno Media / Juno WebDesign) – Nottingham, UK

Head of Support & Systems / Project Manager / Developer *Sep 2008 – Dec 2023*

- Progressed from Magento data entry to Head of Support over 15 years, taking on development, project management, analytics, and systems leadership along the way.
- Became Head of Support in 2021, managing a team of 5–10 and overseeing the Shopify client base — improving process efficiency and client experience.
- Built the reporting and operational tooling that gave leadership visibility into client profitability for the first time — tracking time sold vs time spent, free work, cost-to-profit ratios, and contract utilisation — contributing to a ~£320k profitability turnaround over 18 months.
- Reduced invoicing preparation from ~3 weeks/month to a streamlined process by building data infrastructure that connected time tracking, contracts, and billing.
- Built custom modules and full-stack websites on Magento 1/2 and WordPress; managed eCommerce migrations to Shopify from 2016 onward.
- Implemented SEO and analytics frameworks using Google Tag Manager, GA4, and Facebook Ads tracking.
- Project managed client delivery, coordinating technical teams and handling stakeholder communication.
- Managed the full technical systems separation during the Tryzens acquisition — splitting accounts, migrating data, and standing up independent infrastructure.

Skills

Business Systems & Operations

- Internal Tools Strategy
- Business Process Automation
- Technical Operations
- SSO & Identity Management
- SOC2 / ISO27001 Systems Alignment
- Reporting & Data Visibility
- Workflow Automation
- AI Workflow Integration

Platforms & Tools

- Patchworks iPaaS
 - Airtable, Softr, n8n
 - HubSpot, Xero, Slack
 - Shopify, WordPress, Magento
 - Google Workspace Admin
 - Google Tag Manager, GA4
 - Claude, OpenAI
 - HTML, CSS, JavaScript, PHP
 - APIs & System Integrations
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Certifications

- Patchworks – Fully Certified (2025)
 - Patchworks – Process Flows Level 2 (2025)
 - Patchworks – Connector Builder Level 1 (2025)
 - IBM – Introduction to AI (2025)
 - Coursera – AI Essentials (2025)
 - CompTIA Security+ (2025)
 - JLPT N3 (2025) | JLPT N2 Target
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Education

Bachelor's in Computer Software Engineering Payam-e Noor University – Iran

Graduate Studies in English Translation Azad University (IAU), Tehran – Iran