

MUHAMMAD SAKHAWAT BAJWA

FOUNDER & CEO · OPERATIONS EXECUTIVE · SYSTEMS BUILDER

Operator → Executive → Founder → Platform Builder

United States · +1 (313) 680-8865 · bajwa.auraplatform.org · msbajwa@auraplatform.org

EXECUTIVE PROFILE

A rare operator-builder. Across more than 30 years, Muhammad Sakhawat Bajwa has led execution-intensive operations — from military communications in the Pakistan Army Signals Corps to running a construction and earthmoving business in Oman as Managing Director — before founding Aura Platform LLC and building three software platforms end to end. The differentiator is not a technology stack; it is decades of real-world operating judgment, now applied to building companies and the systems that run them. He pairs hands-on operations, commercial and tendering depth, and workforce leadership with the rarer ability to architect, build, and ship production software himself. The constant across every chapter is systems thinking — durable systems built around how organizations actually run.

FOUNDER & PLATFORM BUILDER

Founder & CEO *Aura Platform LLC — United States* 2026 – PRESENT
Founder & Platform Architect *Independent venture development* 2022 – PRESENT

Founded Aura Platform LLC and built its platforms from concept to production. Carries full founder responsibility — company strategy, product and platform architecture, operational design, and commercialization. Three platforms, one idea: software that organizations can rely on and account for over the long term.

Aura — communication infrastructure for organizations that need an accountable, lasting record of what was said and decided — not a social feed.

Orchestrate — revenue and operations software with governance built in, for businesses where disciplined, accountable execution matters more than aggressive conversion.

Bajwa Writes — a publishing platform that preserves an author's work permanently and verifiably, so a body of work outlives any single tool or platform.

- Sets company strategy, product direction, and platform architecture across the portfolio.
- Designed and built the backend systems, cloud infrastructure, and deployment for each platform, and runs them in production.
- Defined the governance, accountability, and commercialization models for the portfolio.
- Built and shipped all three platforms single-handedly — architecture to deployment — using modern AI-assisted development as a force multiplier.

EXECUTIVE LEADERSHIP — OMAN

Operations & Executive Leadership → **Managing Director** 2003 – 2022 · 19 YRS
Al Senena Enterprises LLC — Construction & Earthmoving, Oman

Joined a growing construction and earthmoving company and, over nineteen years, rose from operational and field responsibility to Managing Director — continuing to operate hands-on across the business the entire way. This is the proof chapter of the career: nineteen years of solving real-world execution, commercial, and workforce problems under live operating conditions, where mistakes cost money, schedule, and safety.

- **Operations & infrastructure.** Directed day-to-day operations across construction, excavation/earthmoving, and infrastructure project delivery; oversaw a fleet of approximately 35 construction and earthmoving assets; led teams of up to 50 across operations, projects, administration, and commercial functions.
- **Commercial & tendering.** Owned tendering and bidding end to end — prepared, reviewed, or contributed to more than 500 tenders, quotations, and commercial proposals; led contract negotiation, procurement, and

supplier relationships; delivered and supported projects valued up to 1 million OMR.

- **Client & institutional relations.** Managed relationships with major Omani and international organizations, including PDO, Galfar, BEC, Carillion Alawi, Muscat Municipalities, Royal Oman Police, and Taylor Woodrow.
- **Executive management.** As Managing Director, carried workforce leadership, accounts oversight, and executive decision-making across multiple business functions, supporting operations underpinning annual revenue approaching 2 million OMR.

This operating experience — how work is tendered, staffed, delivered, and accounted for — directly shaped how he now designs systems and builds companies.

FOUNDATIONS — MILITARY COMMUNICATIONS

Signals Technician *Pakistan Army*

1991 – 2000 · 9 YRS

Began his career in military communications and signals operations, maintaining technical communications systems where reliability was not optional. This is the origin story: keeping critical systems running was the first responsibility he ever held, and the discipline, reliability standards, and systems thinking learned here carried directly into operational leadership in Oman and into the platforms he builds today. The instinct to design for accountability and uptime traces back to here.

CAREER HIGHLIGHTS

- 30+ years across military communications, infrastructure operations, executive management, and platform building.
- Progressed to Managing Director of a construction and earthmoving business over a 19-year tenure in Oman.
- Led teams of up to 50 employees; oversaw approximately 35 construction and earthmoving assets.
- Delivered and supported projects valued up to 1 million OMR; supported operations underpinning annual revenue approaching 2 million OMR.
- Prepared, reviewed, or contributed to 500+ tenders, quotations, and commercial proposals.
- Founded Aura Platform LLC and built three platforms — Aura, Orchestrate, Bajwa Writes — from concept through deployment.

FOUNDER COMPETENCIES

EXECUTIVE LEADERSHIP

Full-business operational leadership · executive decision-making · workforce leadership · organizational growth

COMMERCIAL EXECUTION

Tendering & bidding · contract negotiation · procurement · client & institutional relations

COMPANY BUILDING

Founding & leading a company · strategy & direction · commercialization · long-term vision

OPERATIONS & INFRASTRUCTURE

Operations & project delivery · construction, earthmoving & infrastructure · asset and fleet management · HSE / QA-QC

TECHNOLOGY & PLATFORMS

Product strategy · platform & systems architecture · backend & cloud infrastructure · deployment & production operations

INSTITUTIONAL SYSTEMS

Governance · accountability & continuity models · institutional, long-horizon thinking

EDUCATION & TRAINING

Faculty of Arts (F.A.) · Secondary School Certificate (Science Group) · Pakistan Army Signals Technical Training · Defensive Driving · QA/QC & HSE Awareness · First Aid / CPR / AED

LANGUAGES

English — Professional · Arabic — Professional Working · Urdu — Native · Punjabi — Native · Hindi — Professional Working · Malay — Conversational