

SHAHZIB SARFRAZ

Founder & Chief Executive Officer · Driven Software Solutions · Driven Payments

CONTACT

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RECOGNITION

Global CEO of the Year

2025 · Southeast USA

40 Under 40 Nominee

2026

Best in Business Consulting

2024 & 2025 · Georgia

Marquis Who's Who

2022

EDUCATION

M.S., Analytics

Georgia Institute of Technology
2022

M.B.A.

Kennesaw State University
2022

B.S., Software Engineering

Kennesaw State University ·
Summa Cum Laude
2019

A.S., Computer Science

Georgia State University · Honors
2016

DOMAIN EXPERTISE

Fintech & Payments
Restaurant Technology & POS
Mobile Device Management
Merchant SaaS
Cloud Architecture
Data & Analytics
AI Assisted Operations
Product Strategy & P&L

Technical Fluency

Node.js · .NET Core · Angular ·
Flutter · Python · SQL/NoSQL · AWS
· Azure · GCP · Clover ·
Authorize.Net · CardConnect ·
Fiserv · LLM tooling

EXECUTIVE SUMMARY

Founder and CEO of an independent technology and payments group serving hundreds of merchants across the U.S. and Canada. Engineer by background, operator by role, with direct ownership of product, architecture, and go to market across fintech, restaurant tech, SaaS, and merchant services. Building the operating system for the independent merchant, delivering enterprise grade software and payments infrastructure without the enterprise price tag.

EXPERIENCE

Driven Software Solutions · Atlanta, GA

Founder & Chief Executive Officer

April 2019 to Present

Founded and scaled a multi product software company serving hundreds of independent merchants across the United States and Canada with enterprise grade CRM, restaurant, ordering, and productivity platforms.

- Product portfolio spans DrivenSuite (CRM, HR, MDM, accounting), DineNGo (restaurant POS, KDS, and ordering), OrderFriendly (online ordering and delivery), FeeQuery (statement analysis), PostFriendly (social media management), CallerFriendly, and CourseFriendly, all under a unified operating platform.
- Own product strategy, architecture, and engineering across every software line, spanning cloud infrastructure, mobile device management fleets, POS integrations, and AI driven automation running 24/7 in production kitchens, retail floors, and back offices.
- Built and lead a distributed team of engineers, support staff, and account managers; established internship pipelines with three Georgia universities that convert academic talent into shipping engineers.

Driven Payments · Atlanta, GA

Founder & Chief Executive Officer

March 2024 to Present

Founded and lead the merchant services arm of the Driven group, delivering transparent payment processing, ATM placement, and business connectivity to independent operators across the United States and Canada.

- Merchant services covering card present, card not present, online, and mobile acceptance across all major card brands, with native integration into DrivenSuite, DineNGo, and OrderFriendly. One vendor for software and payments, one point of accountability.
- ATM Processing line offering turnkey ATM placement and processing, generating recurring revenue for merchant locations while providing onsite cash access for customers.
- Direct processor and gateway relationships with Clover, Authorize.Net, CardConnect, and Fiserv, backed by interchange based transparent pricing and hands on merchant support.

SELECTED PRIOR EXPERIENCE

Stanley Black & Decker · CribMaster · Senior Software Engineer 2019 to 2026
Modernized enterprise vending and inventory platforms on Angular and .NET Core serving industrial distributors, in parallel with scaling Driven.

JDA Software · Software Engineering Cooperative 2018 to 2019
Microservices, APIs, and test automation for supply chain products.

Chick-fil-A · Software Engineering Intern 2017
Shipped frontend and backend features against the Chick-fil-A mobile API for real time customer order status.

BOARD, SPEAKING & AUTHOR

Advisory Board Member · Kennesaw State University · Computing & Software Engineering 2024 to Present

Advise on curriculum, industry alignment, and workforce readiness.

Keynote Speaker & Media Contributor · AI, Entrepreneurship & Merchant Technology 2024 to Present

Keynote and panel appearances on AI adoption and independent merchant technology.

Author · The Modern Merchant's Playbook, Volume 1 Author · releasing 2026