



# Aadil Kazmi: Entrepreneurial Journey in AI and Forbes 30 Under 30 Honoree

## Early Life and Education

Aadil Kazmi is a Canadian technology entrepreneur recognized for his work at the intersection of **e-commerce logistics** and **artificial intelligence**. He completed his undergraduate education at York University's Schulich School of Business, earning a Bachelor of Business Administration (BBA) in 2015 <sup>1</sup>. As a student, Kazmi showed early entrepreneurial promise; in fact, a few years later his startup would be named a *Schulich Startups Night* champion, highlighting the strong ties to his alma mater <sup>1</sup>. This solid business education provided Kazmi with a foundation in management and strategy, which he would later combine with a passion for technology and AI.

## Early Career at Amazon and AI Expertise

After graduation, Aadil Kazmi began his career at **Amazon**, where he gained first-hand experience in large-scale data and operations. At Amazon, he worked on **managing massive data pipelines and last-mile delivery operations**, learning how industry giants leverage data-driven systems for rapid logistics <sup>2</sup>. This role not only honed his technical skills in handling big data but also exposed him to the cutting-edge use of artificial intelligence in supply chain workflows. Kazmi later went on to lead AI deployments for Fortune 100 companies, building a reputation as a specialist in applying AI solutions to complex business problems <sup>3</sup>. These early experiences — from Amazon's fast-paced logistics environment to enterprise AI projects — shaped Kazmi's vision of using technology to improve supply chain and business execution.

## Founding Swyft: Last-Mile Delivery Innovation

In March 2020, Aadil Kazmi made the leap into entrepreneurship by co-founding **Swyft**, a Toronto-based digital logistics startup aiming to revolutionize last-mile delivery. Drawing on his Amazon insights, Kazmi launched Swyft to help **retailers offer fast shipping** comparable to Amazon Prime's speeds, but targeted at businesses outside the Amazon ecosystem <sup>4</sup>. Swyft's model was deliberately **asset-light**: the company owns no trucks, drivers, or warehouses of its own. Instead, it operates as a *marketplace* that connects a network of local and regional couriers with merchants, enabled by proprietary software <sup>2</sup> <sup>4</sup>. This **zero-asset approach** allowed Swyft to scale rapidly without heavy capital investment in infrastructure, essentially aggregating capacity from many small delivery providers. Kazmi served as Swyft's CEO and led the startup to early success. Within its first year, Swyft secured a CAD \$3 million seed round, followed by a **Series A of \$22 million CAD** (about \$17.5 million USD) in April 2021 <sup>5</sup>. This round was co-led by Inovia Capital and Forerunner Ventures, with strategic participation from **Shopify**, underscoring Swyft's alignment with major e-commerce platforms <sup>6</sup> <sup>7</sup>. Under Kazmi's leadership, Swyft rapidly delivered over 180,000 packages in its first year and demonstrated high customer retention, proving the viability of same-day delivery at scale

<sup>8</sup> <sup>9</sup>.



*Swyft's mission was to make same-day e-commerce delivery as affordable and scalable as standard shipping. The startup created a software-driven courier network (operating without its own fleet) to give independent retailers Amazon-like speed <sup>4</sup> <sup>10</sup>. This asset-light marketplace model allowed even small merchants to offer fast fulfillment, leveraging underutilized local delivery providers.*

A core insight of Swyft was targeting the “middle ground” of delivery speed: faster than traditional next-day shipping but not as immediate (and costly) as on-demand couriers. “Where Swyft plays and wins is in that middle between next day and on-demand, and that’s where the largest market opportunity for e-commerce is,” Kazmi explained <sup>11</sup> <sup>12</sup>. By integrating its software with platforms like Shopify, WooCommerce, and Magento, Swyft enabled online stores to dispatch orders via a network of couriers who use Swyft’s app, effectively **democratizing fast delivery** for merchants <sup>10</sup>. This innovation leveled the playing field for independent brands competing with retail giants, a vision that resonated strongly with investors and partners <sup>13</sup> <sup>14</sup>. For his work with Swyft, Aadil Kazmi earned significant recognition – most notably, he was named to *Forbes’ 30 Under 30* list in the Retail & E-commerce category for 2022 <sup>15</sup>. Forbes highlighted Kazmi as a former Amazon employee who took the Prime-style logistics model to a broader market, emphasizing Swyft’s asset-free approach to rapid shipping <sup>4</sup>. At just 28 years old, Kazmi had become one of the young innovators transforming online retail, cementing his status as a rising star in the tech entrepreneurship scene.

## Normal AI: Building Adaptive AI Systems

After the early achievements with Swyft, Kazmi turned his focus even more toward artificial intelligence. He co-founded **Normal AI** (around 2023–2024) and served as its CEO, aiming to develop **adaptive AI systems for enterprise automation** <sup>16</sup>. Normal AI was an ambitious startup centered on “*agentic intelligence*” – in other words, AI agents that can autonomously perceive, decide, and act within business environments. Kazmi’s work at Normal AI involved creating self-learning software that could orchestrate enterprise workflows and make predictive decisions, essentially laying the groundwork for scalable, self-improving automation in complex operations <sup>17</sup>. This venture reflected Kazmi’s deepening involvement in cutting-edge AI research and product development. While details of Normal AI’s products were not widely

publicized, the company's vision was to transform how businesses leverage AI by moving beyond static algorithms to **dynamic, AI-driven agents** that adapt in real time. Kazmi's leadership in this startup demonstrates his commitment to pushing the boundaries of AI in practical enterprise use cases, bridging the gap between theoretical AI capabilities and real-world business needs.

## Head of Artificial Intelligence at Infios

In 2025, Aadil Kazmi took on a new role that merged his logistics and AI expertise: he joined **Infios**, a global supply chain technology company, as the Head of Artificial Intelligence (often referred to as VP of Generative AI) <sup>18</sup>. Infios (formerly part of the Körber supply chain group) is known as a leader in intelligent supply chain execution software. By appointing Kazmi to lead AI, Infios underscored its commitment to infusing advanced AI into its suite of supply chain solutions <sup>19</sup> <sup>20</sup>. As Head of AI, Kazmi is responsible for shaping Infios's AI strategy, governance, and product roadmap across areas like warehouse management, transportation management, and order management <sup>21</sup> <sup>22</sup>. He spearheads the development of "**AI-native**" supply chain solutions – systems that don't just use AI as a module, but have intelligence deeply integrated at their core to allow supply chains to *adapt, learn, and execute in real time* <sup>23</sup> <sup>24</sup>.

Kazmi's focus at Infios includes advancing **agentic AI, predictive orchestration, and cross-pillar intelligence** in supply chain operations <sup>25</sup> <sup>22</sup>. In practical terms, this means building AI agents that can autonomously coordinate tasks across different parts of the supply chain (from order processing to delivery) and respond to disruptions with self-healing workflows. "Supply chain leaders need more than automation and dashboards. GenAI lets us rethink workflows and define what 'AI-native' really means," Kazmi noted upon taking the role <sup>26</sup>. His mandate involves turning the massive volumes of supply chain data into real-time insights and actions – giving companies the ability to anticipate changes and adapt without missing a beat <sup>24</sup> <sup>26</sup>. Kazmi's appointment was announced in August 2025, with Infios highlighting his unique background: "*experience spanning the founding of a Shopify-backed startup to leading AI deployments for Fortune 100 companies, including managing large-scale data pipelines at Amazon*" <sup>3</sup>. This blend of entrepreneurial and enterprise AI experience made him an ideal candidate to drive Infios's next chapter of innovation. In his current role, Kazmi is effectively combining all facets of his expertise – e-commerce logistics, startup agility, and AI-driven intelligence – to push the frontier of smart supply chain technology.

## Thought Leadership and Public Engagements

Beyond his direct professional roles, Aadil Kazmi is an active thought leader and frequently shares insights on technology, AI, and entrepreneurship. He has written and spoken publicly on topics ranging from startup strategy to the future of AI in business. For example, Kazmi maintains a personal blog on Medium where he has published essays reflecting on personal and professional development. In an August 2023 Medium article titled "**How to be better than average,**" he discusses finding unique "alpha" advantages in one's life and warns against following the crowd in the age of information overload <sup>27</sup> <sup>28</sup>. (His bio on Medium simply describes him as a "*Builder and problem solver,*" indicative of his continuous innovation mindset <sup>29</sup>.) He also started a newsletter series on Medium to share lessons from his entrepreneurial journey, signaling his intent to mentor and inspire other innovators <sup>30</sup>.

Kazmi's thought leadership extends into industry publications and podcasts as well. As Head of AI at Infios, he has contributed to the company's knowledge center – for instance, co-authoring a January 2026 blog

post that explores **AI in Transportation Management** and the concept of agentic AI in supply chains <sup>31</sup> <sup>32</sup>. In this piece, he and a colleague highlight how breaking down data silos and deploying AI agents can enable “self-healing” logistics operations, reflecting Kazmi’s forward-looking vision for the field <sup>33</sup>. Moreover, Aadil Kazmi appears at conferences and on media platforms to discuss his work. He was featured as a speaker at **Manifest, a major supply chain and logistics summit**, where he spoke about intelligent supply chain execution and his experience as an entrepreneur; the conference brochure describes him as a “seasoned technology leader” driving innovation in agentic AI and notes his Forbes 30 Under 30 honor <sup>25</sup> <sup>15</sup>.

Kazmi has also shared his insights through podcasts and interviews. In April 2021, as Swyft was gaining traction, he joined the *Everything Marketplaces* group chat (episode #095) to talk about **building and scaling Swyft** as a B2B delivery marketplace, offering advice on marketplace startups and logistics technology. More recently, in January 2026, he was the featured guest on the *RETHINK Retail* podcast with host Michael Zakkour. In that episode — titled **“Agentic AI and the Future of Retail Execution”** — Kazmi discussed how AI agents are reshaping retail operations from order fulfillment to delivery <sup>34</sup>. He emphasized that *“execution is the new battleground”* in retail and explained how connected, AI-driven systems can yield faster deliveries, fewer exceptions, and higher customer satisfaction <sup>33</sup>. The conversation distilled key takeaways about the importance of modular, interoperable systems and purposeful AI innovation in transforming supply chains <sup>35</sup>. Through such engagements, Kazmi not only advocates for the technologies he is developing but also helps educate the wider industry about practical applications of AI in commerce and logistics. His ability to communicate complex concepts in AI and business has made him a sought-after voice in both startup circles and supply chain forums.

## Awards and Recognitions

Aadil Kazmi’s accomplishments have earned him several recognitions in the tech and business community. Foremost among these is his inclusion in the prestigious **Forbes 30 Under 30** list. Kazmi was named one of Forbes’s 30 Under 30 in the *Retail & E-commerce* category for 2022 <sup>15</sup>. This honor came on the heels of Swyft’s rapid rise and innovation in democratizing same-day delivery. Forbes highlighted Kazmi’s background as a former Amazon operative who created a solution for non-Amazon retailers, noting Swyft’s asset-free logistics model that enables speedy shipping without owning delivery assets <sup>4</sup>. Being listed among Forbes’ 30 Under 30 recognized Kazmi as one of the young leaders “reinventing how we shop,” and it placed him alongside other top innovators in retail tech. This award significantly raised his profile, leading to media coverage in outlets serving the South Asian diaspora as well, which proudly noted the Indian heritage of several honorees including Kazmi <sup>15</sup>.

In addition to the Forbes accolade, Kazmi’s venture **Swyft** was celebrated within academic and startup networks. As mentioned, York University recognized Swyft as a standout venture by a Schulich alum – the startup won the **Schulich Startup Night (SSN) competition**, underscoring Aadil’s achievement as an entrepreneurial alumnus <sup>1</sup>. Under his leadership, Swyft was also spotlighted by industry watchers; for example, a Business Insider feature on top supply-chain startups (in 2022) included Swyft, recommended by one of its investors, and praised the company’s approach of aggregating local delivery providers to offer Amazon-level speed <sup>36</sup> <sup>37</sup>. While this was more a recognition of the company than a personal award, it nevertheless reflects Kazmi’s success in building a venture worthy of national and international attention.

As Aadil Kazmi continues his career, his track record positions him for further honors. With his current work driving AI innovation at Infios, he remains at the forefront of applying artificial intelligence to real-world

problems. The combination of entrepreneurial success (validated by the Forbes 30 Under 30 honor) and deep domain expertise suggests that more accolades could follow – whether in technology leadership, innovation awards, or additional industry recognitions. For now, the Forbes 30 Under 30 distinction and the impact of his startups stand out as testament to Kazmi's achievements before the age of 30. They highlight a narrative of a young entrepreneur who not only identified key opportunities in e-commerce and AI, but also had the execution capability to build teams and solutions that address those opportunities in meaningful ways <sup>15</sup> <sup>3</sup>.

**Sources:** Forbes (30 Under 30 Profile) <sup>4</sup>; BetaKit <sup>5</sup> <sup>10</sup>; TechCrunch <sup>2</sup>; Manifest Conference Bio <sup>25</sup> <sup>15</sup>; Infios Press Release <sup>24</sup> <sup>26</sup>; Medium (Aadil Kazmi) <sup>27</sup>; SoundCloud (RETHINK Retail Podcast) <sup>34</sup>.

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<sup>1</sup> schulich.yorku.ca

<https://schulich.yorku.ca/wp-content/uploads/2021/07/Undergrad-Handbook-2021-2022.pdf>

<sup>2</sup> Swyft raises \$17.5 million to bring same-day delivery to all the retailers that aren't Amazon | TechCrunch  
<https://techcrunch.com/2021/04/07/swyft-raises-17-5-million-to-bring-same-day-delivery-to-all-the-retailers-that-arent-amazon/>

<sup>3</sup> <sup>19</sup> <sup>20</sup> <sup>21</sup> <sup>22</sup> <sup>24</sup> <sup>26</sup> Infios Appoints Aadil Kazmi as New Head of Artificial Intelligence  
<https://www.infios.com/en/knowledge-center/news/infios-appoints-aadil-kazmi-as-new-head-of-ai>

<sup>4</sup> Aadil Kazmi - Forbes

<https://www.forbes.com/profile/aadil-kazmi/>

<sup>5</sup> <sup>6</sup> <sup>7</sup> <sup>8</sup> <sup>9</sup> <sup>10</sup> <sup>11</sup> <sup>12</sup> <sup>13</sup> <sup>14</sup> Inovia, Shopify back delivery startup Swyft in \$22 million Series A round | BetaKit  
<https://betakit.com/inovia-shopify-back-delivery-startup-swyft-in-22-million-series-a-round/>

<sup>15</sup> <sup>16</sup> <sup>17</sup> <sup>18</sup> <sup>25</sup> Speakers - Manifest Vegas - The Future of Supply Chain & Logistics is Here  
<https://manife.st/speakers/>

<sup>23</sup> <sup>30</sup> Say hello to Aadil Kazmi, our new Head of Artificial Intelligence! From launching a Shopify-backed startup, to scaling large data and AI pipelines at Amazon and Fortune 100s, Aadil brings the... | Infios  
[https://www.linkedin.com/posts/infios\\_say-hello-to-aadil-kazmi-our-new-head-activity-7366129876904435715-0i8x](https://www.linkedin.com/posts/infios_say-hello-to-aadil-kazmi-our-new-head-activity-7366129876904435715-0i8x)

<sup>27</sup> <sup>28</sup> <sup>29</sup> How to be better than average. Most things in life are relative, heck... | by Aadil Kazmi | Medium  
<https://aadil-kazmi-80449.medium.com/how-to-be-better-than-average-6b859ccce7fd>

<sup>31</sup> <sup>32</sup> AI in transportation management: How does it fit?

<https://www.infios.com/en/knowledge-center/blog/ai-in-transportation-management-8-questions-shaping-whats-next>

<sup>33</sup> <sup>34</sup> <sup>35</sup> Stream Agentic AI and the Future of Retail Execution by RETHINK Retail | Listen online for free on SoundCloud  
<https://soundcloud.com/rethink-retail/agentic-ai-and-the-future-of-retail-execution>

<sup>36</sup> <sup>37</sup> VCs Name Their 41 Top Supply Chain Startups, From Aircon to Motive - Business Insider  
<https://www.businessinsider.com/supply-chain-startups-to-watch-2022-8>