

Curriculum Vitae

Alireza Mojahedi
(Seyed Alireza Mojahedi Nasab)

Doctorate of Business Administration (DBA)
Master of Business Administration (EMBA)
Bachelor of Science in Industrial Management (BA)

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Alireza Mojahedi (DBA) 2019

Summary

- **Profile:** Male, 46, Married
 - **Nationality** Iranian
 - **Current Location** Tehran, Iran
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- **Salary Expectation** Not Specified/Negotiable

Curriculum Vitae “CV”

With more than 25 years of experience and Systems Approach in Leadership I have demonstrated excellent skills in Business Head, Management and Leadership, e-Business and e-Commerce (B2B, B2C, and C2C) & Omni-Channel (OCM), Production, Service Management, CRM, Innovation in Business and Services, Business Development, Sales and Marketing, FMCG and Quality Management as CEO or Business Head or adviser of directors.

My core competency is my holistic systems approach to the business, team empowerment and my strong background experiences in leadership and general management of the business.

I always reach customer satisfaction by satisfied employees as empowered seamlessly and harmonic sections and my methodology is Management by Values to Managing Hearts of people.

Due my strong background and achievements in successfully e-Business/e-Commerce projects and innovative using of e-Business/e-Commerce potentials and creating efficiencies in identifying gaps in business presses, I am confident my skills would be an asset to your company and I, as a member of team, am sure we can make big changes and deep grow in business.

Contact
Information

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Virtual Card



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Summary
Statement

1971

- Birth in Tehran – Iran (19.09.1971)
- Father's profession: Retired. Doctorate of Pharmacology, Former Managing Director of Azarlab Co (producer of medical equipment's products)
- Mother's profession: Retired. Doctorate of Nursing and Midwifery. Former Head Nurse of Public Hospital

2019

- Doctorate in business administration (DBA) – Tehran
- Co-Founder of Abretsan.com – Cloud computing SaaS
- Top 5 in IMI and IMIDRO's Exam of 500 World Class Managers Development Program
- More than 24 years' experience in Leadership and Management and e-Business, e-Commerce, lecturing in field of management and publish different articles in management and marketing journals

Education and
Activities

- **2014** - Doctorate of Business Administration (DBA), ElmiKarbordi University by Bahar business school
- **2007** - Master of Business Administration (MBA), Industrial Management Institute (IMI)
- **1996** - Bachelor of Science in Industrial Management - Azad University in Tabriz
- **1989** - High school diploma in field of science 1989 Tabriz -Iran.

Activities and
work experiences

- **Apr 2018 – Today** **Tehran-Iran**
KTE Co. (Abretsan)
Co-Founder and Head of Product

I direct and advise leading of Abrestan product as a new product of KTE Co.

- **Apr 1995 - till today** **Tehran-Iran**
e-Business, e-Commerce
Founder/Co-Founder/Manager/Adviser
Consulting/Business Architect

As a pioneer in e-business environment in Iran from 1993, with more than 25 years' experience, I advised and consultant more than 36 e-Business/e-Commerce projects of entrepreneurs and companies CEO's in e-Business, e-Commerce (B2B, B2C, C2C) and e-Marketing (such as Agsati.ir, Abrestan, PaperAndWood, Iranfile, Tejanet, Shopfa, Raadfa, Sabadkharid, Kalasun, Chaapgar, Radan, e-Vitana and Madar Club, Nini Lazem, Foodyar, eHafez, Satcom, Iran pasaj, eshopbuilder, Azarlab, Iran banner exchange, etc.,)

Main achievements:

- Building one of First Iranian web pages as BBSLIST as a directory of Iranian BBS's in 1995- I also added France 98 Football cup as Online resulting board to this page.
- Building e-Reservation system by BBS and GW-Basic for sales agents in My Caspian Airline sales region in 1996
- Building First Iranian Banner Exchange system with friends in 2000
- Building one of the first Iranian e-Shops for RadanTahrir paper products in 2001
- Building First Iranian Affiliate Program system for Radan and named it "Hamkari Dar Foroush" because in the market we called re-sellers selling as "Hamkar selling" in 2001
- Building First WAP site for Radan by Mobile Data network at wap.radan.ir in 2003
- Building the first Iranian e-Shop Builder with friends in Satcom Co. in 2004
- Building IranPasaj as First Iranian e-marketplace for selling all Iranian e-shops products who built their e-shops with our builder in one place in 2004
- Building Paper Miles Service! as like as Airlines mileage service for Radan papers costumers in 2005
- Building First Iranian Print-On-Demand service for printing Online and On-demand orders in 2005. It was a hard successful project because Continuous papers are printing by Roll to Roll offset printing systems.
- Building First Products Subscription Service in 2007 - Costumers gets products in scheduled times
- Building First Iranian Web site Builder as a CMS with friends in Satcom Co. in 2008
- Advising e-Commerce PPS Solutions and Social Commerce and Omni Channel for Small, Medium and Enterprise businesses from 2011
- Mobile Application for paper rolls converting calculation in

2013

- Advising e-Commerce and Social Commerce and Omni Channel Solutions for Airlines and Airports in 2018
- Advising e-Commerce and Social Commerce and Omni Channel Solutions for businesses by 2018 Trends

- **Oct 2008 - till today** **Tehran-Iran**
Industrial Management Institute (IMI)
Visiting Prof.

IMI, is one of the famous and oldest institutes in Management development, Training and Consulting in Iran.

As a visiting Prof. in IMI, I am teaching in some courses of MeBA (Master of e-Business Administration) programs and short courses of management such as:

- Systems thinking
- e-Business, e-Commerce Management
- Service Management
- Marketing Management
- Digital Marketing/Inbound Marketing
- Pricing

- **Oct 2016 – Apr 2018** **Tehran-Iran**
Abretsan
CEO and Founder

This company is a new startup active in Cloud computing SAAS solutions Over Iran.

Cloud Accounting, online fax and Cloud Hosting are ready for launch.

Reporting to Chairman and managing company with 12 personnel mostly software programmers till project complete and we are going to start marketing and presentation progress and I am responsible for:

- Build strategies
- Managing projects of production
- Making the structure of the company
- Defining workflows and processes
- Launching products

Main achievements:

- Designing and launching integrated user account for all services
- We defined integrated services as Self-service for customers
- We defined new marketing methods for selling products in both e-commerce and physical points of sales.
- We completed tasks of projects just in time with the defined budget.

It owned by KTE Co. and merged as a new product line in Apr 2018.

Jun 2016 –Nov 2016
Iran
Gheyas Software Co.
CEO

Tehran-

This company was in Accounting software production and need to go to the SME market. Owners and members of the board of one of Accounting Software's company decided to divide it into three independent companies. I was selected as a CEO of one of those companies named Gheyas co with 40 personnel that our main target market was SMEs and reporting to the chairman. Their structure wasn't changed and they haven't enough resources to make such changes and can't have the flexibility of this type of business and finally decided to stop this program and merge all back.

Main achievements:

- I made teams by staff and we worked hard to:
- Repair organization behaviour
- Defining systems and methods
- Defining sales and marketing strategies, pricing methods
- Repairing retailers and Sales Representative relations
- Changing company behaviour in customers relationship
- We designed new packages and print materials for making a new image of the organisation
- We started Branding and branding strategies.
- We designed an e-Commerce B2B portal for resellers and also B2C services over the website and also from inside of the software.

▪ **Jul 2015 – Jun 2016**
Abretsan
Founder

Tehran-Iran

Project stops for finding some investors after platform reached to 70%.

▪ **Dec 1997 – Apr 2015**
Iran
Radan Tahrir Co.
CEO and Founder

Tehran-

This company was in Paper industry. Started by paper converting and developed to paper coating.

This company grows fast in paper industry and after 16 years we reaches from Paper conversion industry to paper coating industry.

Our main products was: Carbonles Papers in Sheet and Rolls, Continues Computer Papers, Thermal/Plain Cash register/POS/ATM rolls, Plotter Rolls and Labels.

I founded there is not growing opportunity for me in this business and I sold it to switch new business field.

Main achievements:

- Establishing one of the first 10 e-Shops in Iran and First Paper e-Shop in 1998
- Creating new innovative packaging in industry for Continues papers and Fax rolls that media talked about that.
- Creation first and only product subscription service for office paper products in 2002
- Creation Paper Miles Service! as like as airlines miles service for paper using credit in 2003
- Creation Print-On-Demand online printing service for continuous papers in 2003
- Creating first Paper Quality Guaranty service in country area in 2004
- Creating one of first WAP sites in Iran for text mobile devices
- Lunching Paper Calculator mobile App to do some calculations of paper rolls and sheets
- Developing Horizontally and Vertically in industry
- We gathered data and getting orders from 2400 re-sellers in 32 states.
- We were awarded company in many quality, excellence, Branding and customer satisfaction fields and our final award was selection in 100 Earth Friends companies.

- **Mar 2008 – Dec 2008** **Tehran-**
Iran
Badrsun Co.
Sales Director / Head of e-Commerce

Badrsun was an exclusive distributor of Moulinex, Toshiba home appliances, Krups coffee machines and Aqua water dispensers and ice makers in Iran.

I was invited by one of my Uni. Teachers to handle their problems in sales. I make one of the managers as head in RadanTahrir and joined them.

Reporting to Managing Director. My main role as Sales director was building retail and direct selling system.

It was a very good experience for me to work with a professional team especially with Mr Geramy as one of the famous entrepreneurs in Iran.

Main achievements:

- We designed new software systems to control any salesperson activities and targets to help them improve their activities and started making branches and delivery system.
- We established new sales visiting control systems to covering all points of sales and re-sellers. (included our showrooms, our staff in all 7 mega-chain hypermarkets and more than 1100 chain stores and also more re-sellers all around the country)
- We sold in all small and big chain stores and established our own e-shop and tried in merchandising programs with the Marketing Director.
- establishing an e-Commerce platform for Online B2C and B2B selling service with a phone sells service and SCM.
- Designing and establishing direct selling methods such as Online selling, Telephone Selling

▪ **Sep 1996 – Oct 1997** **Tehran-Iran**

Miran Tahrir Co. (Lyra)
Sales and Marketing Manager

This company was an exclusive sales agent of Germany based LYRA CO. in Iran in the stationary industry.

I started as Sales Manager of Iran branch of this company exclusive agency.

I decided to establish my own business and left there.

I found that how personal prestige of any employers can help to brand and how much it is important.

Main achievements:

- I repaired retailer's relationship and making pricing policies, discounts policies and one by one site visit for each retailer state by state and we started our fast growing.
- I reached to huge sales amount in one year (14 times more than when I started).

▪ **Nov 1995 – Jun 1996** **Tabriz-Iran**
Caspian Air Lines

Area Manager (North West Area of Iran)

This company was an airline in passenger and cargo services by renting Russian Yakolov aeroplanes in Iran.

As an Area manager, I was responsible for sales and operation in the North-West Area of Iran.

It was my first management experience.

By Gov. policies and changing it to the same price that was forced by gov. for all airlines, there were not competitive conditions and I had to left this business.

Main achievement:

- We increased flights number from 1 flight per Week to 3 flight per Day in only 4 months. I found how employers can be important to reach success.
- I built a sales network by travel agencies.
- I established new pricing
- I designed some documentary forms and tools in years that computer networks weren't available such as these days.
- We become famous in this region to On-Time flights and good service.
- Lunching my own designed seat reservation with ticketing on a BBS system for region sales agencies.

- **Nov 1994 - Dec 1995** **Tabriz-Iran**
Azarlab Co
Adviser

This company was in disposable medical equipment production field such ad Urine bags and Syringes.
 I, as productivity adviser, just tried to make some productivity in the production line.

Parallel activities
 and work
 experiences:

- **Mar 2008 - till today** **Tehran-Iran**
Lecturer

Lecturing and Teaching e-Business, Digital Marketing, Marketing, Service Management

- **Mar 2014 – Jun 2017** **Tehran-Iran**
Iran Management Association
Head of Commercial Dept.

This association is one of the oldest (More than 60th years old) of Iranian scientific associations and elected as most active Iranian science association in last 8 years continuously with more than 1200 members in management fields.

Reporting to Secretary General. It was a great honour for me to working with Top managers and management professors in one association and established an active department in this society.

Main achievements:

- I established this department and we could define the structure, duties and strategies of this department.
- We also could define some educational programs, seminars, lectures and consulting programs.

<p>Consular and specialist in fields of:</p>	<ul style="list-style-type: none"> • Business Administration and Business Architecture • Leadership, Strategic management, Systems management • e-Business and e-Commerce (B2B – B2C), Digital Marketing • Systems Thinking and Approach • Marketing: Marketing management, Brand management, Pricing, Service management, QM, CRM • Organizational quality management: adviser and auditor of ISO 9000, official examiner of EFQM, structure and process designing • Author and publisher of different management articles in different journals
<p>The Presents and Awards</p>	<ul style="list-style-type: none"> • 2013 - Earth Friends Industries Ceremony. Tehran - Iran • 2008 - The best selected article in 2nd Six Sigma international conference about the significance of systems thinking in quality management. Tehran - Iran • 2008 - Statue Award of Sigma in second Six Sigma International Congress - Iran • 2004 - Letter of commendation in 5th quality Management International congress. Tehran – Iran. • 2006 - Selected Workshop of System thinking in first Six Sigma International congress. Tehran – Iran • 2001 - Introduction in Abrar Newspaper as the Entrepreneur. Iran • 2001 - Letter of commendation from Iran Standard Organization regarding organizing Copy papers in Iran.
<p>The memberships</p>	<ul style="list-style-type: none"> • Associate Member of Iran Management association • Associate Member of Iranian e-Commerce Scientific association • Member of Iran Quality management association • Member of Iran Consular management association • Member of Iran management club • Member of The Asia and Pacific Quality management organization • Member of The America System Dynamics association
<p>Researches and scientific Studies</p>	<ul style="list-style-type: none"> • Out sourcing model – Doctorate thesis 2014 - Tehran - Iran • Factory less production – Master thesis 2007 - Tehran - Iran • Evaluation of marketing and distributing network - 2002 - Iran • Tiredness of stuff and employees - 1996 - Iran • The problems of Iranian industrials – Bachelor thesis 1996 - Iran • Storekeeping system and its management 1995 - Iran
<p>Publishes and books</p>	<ul style="list-style-type: none"> • Price and pricing methods (Printed) • What about SEO? (e-Book) • Carbonless papers technical guide (Printed) • B2B - Electronic marketing (Under translating)

- Outsourcing model (Under printing)
- The pricing, All about price and pricing (Under printing)

Speeches in
Congresses

- **2017** – Digital Transformation conference, Tehran – Iran
- **2016** – Change Management conference, Tehran – Iran
- **2014** – Workshop in 1st International Brand Strategies conference, Tehran – Iran
- **2013** – Business Environment Analyze, Iran management Association, Tehran - Iran
- **2012** – Iran management Association, Tehran - Iran
- **2009** – Business Environment and organization behaviors, 6th management Conference, Tehran - Iran
- **2009** – Panel member of 1st TPM conference, Tehran - Iran
- **2008** - Second international Six Sigma congress, Tehran - Iran
- **2008** - First national CRM Seminar – Tehran – Iran
- **2007** - First service management seminar (services after sealing) – Tehran –Iran
- **2007** - the Eighth quality management international conference – Tehran – Iran
- **2006** - First problem solving and strategic in management international congress – Tehran – Iran.
- **2006** - first Six Sigma International Congress , Tehran – Iran
- **2006** - The Seventh quality management international congress – Tehran – Iran
- **2001** – e-Marketing, Tehran – Iran

Articles in
Magazines and
Newspapers

- **1996 - till today**, More than 25 articles in management magazines, journals and economic newspapers, Tehran – Iran

The Scientific
courses and
workshops which
done

- Price and pricing
- System Thinking
- Service Management
- Marketing Management
- Business Management

Language
speaking

- Farsi
- English
- Azari
- Turkish
- Arabic