

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) 2020

Summary

- **Profile:** Male, 49, 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



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

2020

- Doctorate in business administration (DBA) – Tehran
- Founder of eBiziner.com an E-Business and E-Commerce provider.
- Founder and Member of board of Abretsan.com – Cloud computing SaaS
- Top 5 in IMI and IMIDRO's Exam of 500 World Class Managers Development Program
- More than 25 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

- **eBiziner.com**
Dec 2020 - till today **Winnipeg-Canada**
Founder - President

eBiziner.com is an bootstrap startup to help SME business owners start their own business and e-Commerce on the internet and provide their services and products online. Web services as

like as Website Builder, Hosting and Domain name registration and online web software add-ons and hardware equipment's and services are our products and services.

- **e-Business and e-Commerce Founder / Co-Founder / Manager / Advisor**
Apr 1995 - till today **Tehran-Iran**
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) e-Business, e-Commerce (B2B, B2C, C2C) solutions and platforms and fulfillment operations, Omnichannel and e-Marketing fields.

Main achievements:

- 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 an Airline of Middle East 2018

- Advising e-Commerce and Social Commerce and Omni Channel Solutions for businesses by Trends.

- **eKasabe.com**
Jul 2020 – Dec 2020 **Tehran-Iran**
Founder - CEO

eKasabe.com is an bootstrap startup as e-Commerce solution provider and e-Commerce marketplace
After observing several consecutive encounters between the judiciary and the platforms and their managers, I realized that there is practically no law to support the platforms, and starting this business will put a lot of risk on me and my family, so immediately after that, I stopped the project

- **Systemgroup-Sepidz Co**
Feb 2020 – June 2020 **Tehran-Iran**
COO

The Chief Operating Officer at Systemgroup-Sepidz HoReCa software solutions company.

Sepidz co. is a leading Restaurant and Caffee software solution provider for near 20 years in Iran. Systemgroup Co. as a big shareholder of Sepidz is the leading and biggest famous Iranian software company.

The second-in-command and responsible for the efficiency of business at the company.

The COO role is a key member of the senior management team, reporting only to the Chief Executive Officer (CEO).

Maintaining control of diverse business operations, so he is expected to be an experienced and efficient leader.

The goal of the COO position is to secure the functionality of business to drive extensive and sustainable growth.

Responsibilities:

- Design and implement business strategies, plans and procedures
- Set comprehensive goals for performance and growth
- Establish policies that promote company culture and vision
- Oversee daily operations of the company and the work of executives (IT, Marketing, Sales, Finance etc.)
- Lead employees to encourage maximum performance and dedication
- Evaluate performance by analyzing and interpreting data and metrics
- Write and submit reports to the CEO in all matters of importance
- Assist CEO in fundraising ventures
- Participate in expansion activities (investments, acquisitions,

corporate alliances etc.)

- Manage relationships with partners/vendors

Board members offered CEO position to me but because of current CEO was the founder of this company I didn't accept that offer because I find that It will be great damage to the organization if CEO become Sales Director and tried to get their acceptance to keep him in that position. At the year 2020 by Corona (Covid-19) virus effect on restaurant and coffee industry, near 40% of market size reduced and need to stay economic, there wasn't need to grow management team by the other professional skilled person and finally, I decide to leave the company.

▪ **Industrial Management Institute (IMI)**

Oct 2008 - till today

Tehran-Iran

Visiting Proffessor

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

▪ **Abretsan (KTE Co.)**

Apr 2018 – Today

Tehran-Iran

Co-Founder and Member of board

I advise leading of Abrestan product as a member of board at KTE Co.

Dec 2016 – Apr 2018

Tehran-Iran

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.

Jul 2015 – Jun 2016

Tehran-Iran

Founder

e-Shop Builder project stops for finding some investors after platform reached to 70%.

▪ **Gheyas Software Co.**

May 2016 –Dec 2016

Tehran-Iran

CEO

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.

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

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.

- **Badrsun Co.**
Mar 2008 – Dec 2008 **Tehran-Iran**
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

▪ **Miran Tahrir Co. (Lyra)**

Sep 1996 – Oct 1997

Tehran-Iran

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).

▪ **Caspian Air Lines**

Nov 1995 – Jun 1996

Tabriz-Iran

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.

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

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:

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

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

- **Iran Management Association**
Mar 2014 – Jun 2017 **Tehran-Iran**
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.

Consular and specialist in fields of:

- 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

The Presents and Awards

- **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.

Interviews

- Please visit <https://bit.ly/3dpgOUE> for list of all media's interviews (Magazines, TV's, Radios, Newspapers, etc.,)

The memberships

- 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

Researches and scientific Studies

- Out sourcing model – Doctorate thesis 2014 - Tehran - Iran
- Factory less production – Master thesis 2007 - Tehran - Iran
- Evaluation of marketing and distributing network - 2002 - Iran

	<ul style="list-style-type: none"> • Tiredness of staff and employees - 1996 - Iran • The problems of Iranian industrials – Bachelor thesis 1996 - Iran • Storekeeping system and its management 1995 - Iran
Publishes and books	<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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 1996 - till today, More than 25 articles in management magazines, journals and economic newspapers, Tehran – Iran
The Scientific courses and workshops which done	<ul style="list-style-type: none"> • Price and pricing • System Thinking • Service Management • Marketing Management • Business Management
Language speaking	<ul style="list-style-type: none"> • Farsi • English

- Azari
- Turkish
- Arabic