

## Product Manager | Product Owner | Agile Project Manager

### SUMMARY

Innovative **Project Manager** with over **7** years of success in diverse sectors including **SaaS, financial services, logistics, and international trade**. Skilled in **leading cross-functional teams** to deliver high-impact products to enhance **operational efficiency** and drive **customer satisfaction**. My background in **Chemical Engineering** coupled with an **MBA in marketing and business strategy** provides a solid foundation for translating complex business requirements into innovative product solutions.

Specialising in **Agile methodologies**, I excel in fast-paced environments, adeptly implementing multiple frameworks and methods to ensure **timely and budget-compliant project delivery**. My expertise in **data-driven decision-making, stakeholder management, and strategic planning** has consistently resulted in successful **product launches** and significant **revenue growth**. Committed to **continuous learning**, I proactively seek opportunities to deepen my technical knowledge, especially in areas such as real-time data systems and predictive analytics.

### EDUCATION

**MBA** – 2016 to 2018

Tehran Polytechnic (Tehran, Iran)

**BSc, Chemical Engineering** – 2011 to 2016

Sharif University of Technology (Tehran, Iran)

### Certificates

**Agile Project Management** (OpenClassrooms via AMS TalentLab 2023)

Product Management, Scrum framework, Product Ownership, Agile Project Management, Product roadmap, Kano and RICE feature prioritisation, User story mapping, Running sprints, Product backlog, Stakeholder management

### RELEVANT PROFESSIONAL EXPERIENCE

**Project Manager**, 06/2023 – Present. Gavbiz Ltd. (London, UK)

Project manager in the field of E-commerce and Product launch

- **Team Leadership and Strategy:** Led a dynamic team and implemented strategic initiatives to ensure the continued growth of product sales in the UK.
- Designed and launched the **B2B ordering platform** ([b2b.gavbiz.co.uk](http://b2b.gavbiz.co.uk)) with a **third-party** technical team from Poland. Created the **product mission, vision, roadmap, user stories, and backlog**; managed Scrum events to deliver key milestones.
- Delivered **real-time sales KPI dashboards** to track performance across five online channels and internal operations **B2B sales**, supporting day-to-day tactical decisions and strategic planning.
- Integrated ERP and sales systems via **API** connections, leading cross-functional **implementation of Zebra scanning devices** in the warehouse, reducing operational **headcount** by **50%** and increasing **process efficiency** by **35%**.
- **Collaborated with engineering teams** to improve backend workflows, while applying early predictive logic for **stock-level forecasts and supplier planning**.
- Drove **sales growth** from £750 to £19,000/month and expanded online presence with 145 new eBay and 195 Amazon SKUs; led **Amazon FBA** launch for 25 products (£7,000 in incremental revenue in three months).
- Executed Meta, Amazon, and eBay **campaigns** to acquire 811 customers with **2.83 (Meta) and 6.57**

**(eBay) ROAS within five months.**

- Owned **ticketing system setup** and analysis to drive improvements based on **customer feedback**, linking it directly to dashboards and **sprint planning** sessions.

**Project Manager**, 08/2021 – 09/2022. Agah Financial Group (Tehran, Iran)

Project Manager in the field of Wealth and Investment Management (Agah Financial Group is Iran's second-largest wealth management and stock brokerage, with over 20 funds and 7 million clients):

- Successfully managed to launch the fixed-income fund called Homa and to **deliver 640% growth** (\$61.5M) in the value of the fund in only 9 months, **3 months ahead of the plan**.
- Executed **3** different **regional marketing campaigns** and **2 sales enablement projects** at 60 out of 110 branches which resulted in delivering an average of **23% quarterly sales growth** on different Funds.
- Led a cross-functional team of **11** associates at headquarters and **45** employees remotely which resulted in **acquiring 2150 new clients** and **6 new partnerships** in two quarters.
- **Overachieved** the target by an average of **30%** for **three consequent quarters**.
- Designed and delivered a business intelligence system handling over **1.5M customer records**, enabling **data-driven decision-making** for sales and business development across field teams. Applied **SDLC principles** and took ownership as the **Product Manager**.
- Actively contributed to sales strategy as a member of the committee responsible for the sales targets and **OKR achievement** of branches, utilising **business intelligence** and **data analytics** tools (**Power BI, Tableau, Python, MySQL, Excel**) for data-driven decision-making and strategy development.
- **Defined and tracked OKRs and operational KPIs across all field teams**. Supported quarterly **performance reviews** and strategic planning using dashboards and automated reporting.
- Worked directly with the **fund management team** on **revenue forecasting** and **sales planning**; exposure to **predictive analytics** used for early investment opportunity flagging.
- Applied practical knowledge of financial markets through personal trading on Tehran Stock Exchange and crypto markets; leveraged capital market exposure while working at Agah to support business and investment decision-making.

**Product Owner**, 03/2019 – 08/2021. TiExpress (Tehran, Iran)

- Formed a **cross-functional team** of five people, recruited two key associates, and **introduced the Agile Scrum** framework.
- Led the development and launch of an online cost estimation and ordering platform, **my.ti.express**, the **first of its kind in Iran**.
- Applied **Scrum** framework (daily standups, sprint planning, reviews, retrospectives) alongside product discovery techniques including **JTBD thinking**, **Kano-style prioritisation**. Used Jira and Miro to manage backlog grooming, prioritisation, and cross-functional communication.
- Delivered the new product in just 7 months, **5 months ahead of schedule**, resulting in the acquisition of **1125 new clients** in the **three months** post-launch and a remarkable **revenue of IRR24.7B** (\$1.2m).
- Developed and deployed a customised **CRM system** aligned with the ordering panel and website, enhancing the sales team's ease of use and efficiency.
- I was responsible for **stakeholder management** and aligning the **Product Mission, Product Vision** and **Product roadmap** with business strategy and stakeholders' requirements
- Utilised **data-driven decision-making**, leveraging customer data from the ordering panel to inform product improvements and user experience enhancements using **Power BI** and **Tableau**

## **ADDITIONAL EXPERIENCE**

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**Business Development Manager**, 10/2017 – 03/2019. Zharfkam Iranian Holding (Tehran, Iran)

**Product Specialist**, 06/2016 – 10/2017. Lyan Co. (Tehran, Iran)