

Reza Mogharab

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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) 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 Homay 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

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

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