

## IMAN SADEGHPOUR

77,99/6 Gasrdasht st, SHIRAZ, IRAN-7186676994

[isadeghpour@gmail.com](mailto:isadeghpour@gmail.com)

Phone :00989173070958



**Professional Summary** **Start-up Teams coaching and coordination 2019-current**  
**CEO, H.R.Management, Marketing and Consulting . 1997-current**  
**Management and teaching positions, in university, 2007-2015**  
**Passionate and motivated. With a drive for excellence.**

CEO- Start-up Canadian Company (in Manitoba Technology Accelerator (Biomedical Commercialization Canada Inc.) with corporation number: 13531767 Canada Inc.

Business consultant , Iran Industrial Parks Organization, Shiraz, Iran  
Analyst competitive market strategies through the analysis of related product, market or share trends. Manage the timely flow of business intelligence information to users. Collect business intelligence data from market reports, public information, field reports or purchased sources available. Identify and analyse PGF or geographical trends with business- strategy implications.  
May 2019- Current

**SKILLS** Direct manager, Salamat govah Parham, Shiraz, Iran  
Prepare, organize and maintain sampling and inspection of agricultural products  
Guide and help the farmers to manage contracts and sell their farmers and industry's managers  
Mar2018- current

consultant of SME , Social Services Organization of Fars, Shiraz, IRAN  
Mar2017 – current

Perform Payroll functions, such as maintaining time – keeping information and processing and submitting the payroll. Marketing manager,  
Parham Gostar Fars Labs, Shiraz- IRAN  
Sep 2016- current

Project Management Team member and Lead of IT Department of Iran Management Institute, Hormozgan May2010-2016

Lecturer, Academic Planner and Head of IT Department  
JAHAD DANESHGAHI HORMOZGAN.  
Sep2011-2016

Provincial Representative of Bosch Power Tools After Sales Service  
Persian Power Tool Repair Shop  
May 2000-2008

Expert in design, install and operating emergency power generators  
Fars Diesel Co.  
1997-1999

## **Main Due to years of experience, I have the capability and experience of managing and working with the following specifications**

- Commercial Services leader in providing payment solutions for specially Small and as a CEO member, in Medium and Large businesses.
- I know how to deliver a number of benefits to SME'S , including financial flexibility, increased visibility into their business spending, added control, improved efficiency, rewards and cost savings.
- Also help keep employees safe, secure and productive while on the road.
- I can in role of work in partnership with the Account Management & Sales leadership and Data Analytics teams to enhance the current multi-channel customer engagement strategy, with a focus on growing customer spend, digital engagement and retention.

## **My Key Responsibilities**

- Manage and execute campaigns that drive growth in customer spend by delivering robust marketing treatments leveraging customer signals and triggers
- Collaborate extensively with key internal partners and stakeholders (local and global) and external partners to create, align and execute a result driven strategy
- Develop & manage innovative and creative Digital Engagement strategies (email, mobile, Web based), customer treatments that are personalized and industry specific
- Focus on launching tools and capabilities that bring efficiencies through automation (customer treatments, customer journeys, AD efficiencies)
- Develop growth campaigns (spend stimulation, up-sell and supplementary card campaigns) and loyalty / retention programs for the SME managed portfolio
- Utilize analytics (internal data and external industry trends) to deliver on an insight driven marketing strategy
- Analyze, understand and report on results and make use of this intelligence to influence future business decisions

## **The varied role that I can be candidate:**

1. Strategic thinking & effectiveness ability to interpret business objectives into actionable marketing strategies and think through the end-to-end experience.
2. Ability to drive results with a focus on commercial outcomes with demonstrated results. Ensuring that initiatives are measurable, reportable, and provide that reporting in a timely and relevant manner.
3. Customer centric focus ability to develop & execute strategies that are Customer First with a specific focus on multi-channel Client Engagement and capabilities that enable engagement.
4. A collaborative style of doing business - ability to influence, gain support, resolve conflict and work in a matrix organization.  
In particular drive tight engagement across Account development, risk, data analytics, product & marketing.
1. Partnership management ability to influence and gain support with Account Management teams and Enterprise Data Analytics teams.  
Ability to understand and interpret large data sets is an advantage.
2. Strong Analytical and Data capabilities - Undertake ongoing campaign analysis to monitor marketing channel performance and ROI on investments as well as ability to define future strategies of growth.
3. B2B marketing experience incorporating all mediums including digital
4. A high personal accountability, leads to strong experience in driving results.

## **Some other Qualifications**

- University degree in marketing, business administration, or similar careers(MBA in project management, MITE in ecommerce and DBA)
- More than 10 years' experience in execution of digital marketing strategies and digital campaign management.
- More than 6 years' experience in project management and capability delivery in a matrix organization.
- More than 20 years' experience working with Account Development and Sales teams to drive aggressive growth targets.
- Superior communication and influencing skills. Includes writing call scripts, decks, presenting to peers and senior management, and being able to sell new ideas and solutions.
- Customer-centric mindset, with proven ability to craft initiatives, programs and campaigns that appeal to customers, merchants and internal business partners evaluation.
- Excellent relationship-building skills and growth mindset with superior attention to detail.
- Passion for driving results.

- Formulate, direct and coordinate marketing activities and policies to promote services, working with advertising and promotion managers.
- Identify, develop or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, cost and markup factors.
- Negotiate contracts with factories, pesticide vendors or governor and some institutes in all fields of P.G.F Lab,s expertisement and strategies.
- Initiate market research studies or analyze their findings.
- Manage consultant with product development personnel on foods product specifications such as design, color packaging.
- Use sales forecasting or strategic planning to ensure sale and profitability of services, analyzing business developments and monitoring market trends.
- Coordinate or participate in promotional activities or trade shows, working with developers, advertisers or production managers to market services.
- Conduct economic or commercial surveys to identify potential markets of services.
- Advise business or other groups on local, national or international facts affecting the buying or selling of products

## **RELATED UNIVERSITY EDUCATION**

- DBA, Apr 2016  
Industrial management Institute., Bandar Abbass, Hormozgan
- MBA, Apr 2014  
Industrial management Institute., Bandar Abbass, Hormozgan
- Master of Science, Oct 2009  
Shiraz University of Technology, Shiraz, Fars ProvinceInformation Technology (E- commerce)
- BSC, Electronic Eng. 1995  
Azad University, Najafabad, Isfahan
- AD, Electronic 1992  
Shiraz University of Technology, Shiraz, Fars Province