



Reza Mohammadi Mogharab

Product Manager | Business Development Manager - Driving Product and Business Growth through Innovation

London, UK

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Languages

English (Fluent)

Persian (Fluent)

Turkish (Basic)

About

Results-driven professional with 7+ years of experience in product management, business development, and sales across financial services, asset management, logistics, and technology industries. Skilled in Agile methodologies, project management, and leading high-performing teams. Proven track record of delivering products on time and within budget. Demonstrated success in driving significant growth, such as achieving 640% growth in a fixed-income fund and launching new products ahead of schedule. Adept at identifying opportunities, developing strategies, and executing solutions that align with business and customer needs. Seeking opportunities to leverage my expertise as a Product Owner, Product Manager, or Business Development Manager to create value and drive growth for forward-thinking organizations.

BRANDS WORKED WITH



Experience



● Business Development Manager (Branches Department)

Agah Group | Aug 2021 - Sep 2022

Agah Financial Group is Iran's second-largest asset management and stock brokerage, with over 20 funds and 7 million clients.

- Managed a team of 11 associates at the headquarters and 45 associates at 45 branches (out of 110 branches) around Iran.
- Led the team to acquire 2150 new clients in two quarters
- Overachieved the sales target by %30 on average for three consequent quarters
- Delivered %640 value growth in one of the fixed-income funds called Homay
- Implemented the client data collection and BI systems for sales and business development activities at the headquarter and at 45 branches
- Actively contributed to sales strategy as a member of the committee responsible for the sales targets and OKR achievement of branches

● Product Manager

| Tiexpress | Mar 2019 - Aug 2021

TiExpress is a cargo and courier services enterprise in Tipax, the largest private courier enterprise in Iran, with more than 5,500 employees.

- Spearheaded the development and launch of an innovative online cost estimation and ordering panel for international cargo and courier services, my.ti.express, the first of its kind in Iran.
- Delivered the new product in just 7 months, 5 months ahead of schedule, resulting in 1120 new customers and generating IRR 26.88B in revenue.
- Built and managed a cross-functional product team of 6, including UI/UX, SEO, Business Analyst, APM, and two Software Developers, overseeing hiring and team development.
- Implemented Agile Scrum methodology with two-week sprints, ensuring timely delivery of new features and continuous improvement post-launch.
- Developed and deployed a customized CRM system aligned with the ordering panel and website, enhancing the sales team's ease of use and efficiency.
- Utilized data-driven decision-making, leveraging customer data from the ordering panel to inform product improvements and user experience enhancements.
- Conducted A/B testing and other user experience tests to optimize the platform and drive customer satisfaction.



- **Co-Founder**

Grandima | Dec 2018 - Apr 2019

- **Business Developer**

Zharfkam Iranian | Oct 2017 - Mar 2019

Zharfkam is an international trading company that is the exclusive partner of Samsung for ICCTV products with a background of 20 years and an annual turnover of \$50+ million.

- Established a new brand called "Delidried" which generated USD75,000 in revenue in 4 months.
- Developed business model and business plan for dried fruits and nuts trading in MENA and Europe.
- Recruited and trained a team of 5 employees for the new business line.

- **Product Specialist**

Lyan Co | Jun 2016 - Oct 2017

Lyan was a marketplace of goods, like Amazon.

- Founding member
- Managed to sign contracts with 3 courier services
- Delivered the interface and APIs of the Lyan platform to connect to shipment service providers.

- **Salesperson**

Meraat Educational Innovations Center | May 2012 - Nov 2013

Meraat is an institute with educational products and services for high schools and primary schools in Iran

- The top salesperson among the sales team active in Tehran and Mashad, the two largest cities in Iran and the main target market of Meraat.

Education & Training

2016 - 2018 ● **Amir Kabir University of technology**

Master of Business Administration - MBA,

2011 - 2015 ● **Sharif University of Technology**

Bachelor's degree,

2004 - 2011 ● **National Organization for Development of Exceptional Talents (Sampad)**

High School Diploma,