

Farshad Zandi

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Objective

An experienced and well educated professional with a vast experience in strategic planning and implementation, guiding, and directing an enterprise through substantial change management. Looking for a management position to utilize my expertise and maximize the company's efficiency.

Skills & Abilities

- Facilitating team empowerment and one on one strategy sessions to organize, measure, document and refine goals.
- Defining target market and fostering results-oriented relations with small business owners, entrepreneurs, and artists.
- Guiding the talent identification and development processes for a group or function
- Marketing planning
- Pharmaceutical and hygienic distribution business planning and implementation
- Project management
- Customer relation management
- Managing internal audit projects from planning to audit reporting for this international publicly held
- customer management services company with annual revenues

Experience

DEPUTY MANAGING DIRECTOR | TORANJ SYSTEM INFO | 2019 – PRESENT

- Overseeing the company's business operations, financial performance, investments, and ventures.
- Leading the project team for providing the proper business plans
- Supervising, guiding, and delegating executives in their duties.
- Ensuring company policies and legal guidelines are clearly communicated.
- Assessing, managing, and resolving problematic developments and situations.
- Building and enhancing the company's public profile at events, speaking engagements, etc.
- Improving B2B service to interested parties.

DEPUTY MANAGING DIRECTOR | LIVAR PHARMACEUTICAL DISTRIBUTION CO. | 2006 – 2019

- Developed and executed business strategies to achieve short and long-term goals,
- Reported to the board, provided market insights and strategic advice,
- Developed and implemented business plans to improve cost-efficiency,
- Maintained positive and trust-based relations with business partners, Ministry of Health, Drugstores, Specialists, Branches and Agencies, and authorities,
- Developed business roadmap to improve B2B and B2C channel function and performance which resulted in system enhancements and set new industry standards around B2B e-Commerce, and
- Planned the strategies of sales and marketing for head-quarter and 15 branches of the company

for launching the new products, expanded the market and sales quantity.

BUSINESS CONSULTATION | PARS ARIAN DISTRIBUTION | 2004 - 2005

- Reviewed employee performance evaluations and informing Managers how staff members can be more productive.
- Developed and deployed companywide training program designed to educate all levels of the organization on methods to increase revenue while driving superior customer service.
- Analyzed reports from Managers and other employees

BUSINESS CONSULTANT | BODEH CHAHAROM ADVERTISING CO. | 2003 - 2003

- Restaffing, Quality Management, Marketing Management, Staff Training

BUSINESS CONSULTANT | HILAND CHAIN STORE | 2002 - 2003

- Developed specifications and quality requirements for products and services that the business purchases and produces
- Assisted with on-the-job training and continuing education programs for employees
- Conducted customer and employee satisfaction surveys

MARKETING MANAGER | BEHROUZ FOOD INDUSTRIAL | 2000 - 2006

- Planned, developed, and directed multiple avenues of marketing strategies to drive sales
- Oversaw social media accounts and websites to engage existing customers and establish positive public relations
- Conducted research trends and new marketing opportunities, and brainstorming ideas
- Coordinated and producing financial documents for advertising campaigns, such as budgets, estimates, and contracts
- Negotiated with ad agencies, employees, marketing staff, editors, and writers

PRODUCTION MANAGER | KALABARAN STEEL INDUSTRIES | 1996 - 2000

- Ensured that health and safety guidelines are followed
- Acted as a liaison between management and workers
- Managed risk to minimize losses and maximize profits
- Coordinated staff to operate at a high level of effectiveness

Education

DOCTORATE | 2016 | BORDEAUX UNIVERSITY (FRANCE)

- Major: Business Administration

MASTER | 2010 | INDUSTRIAL MANAGEMENT INSTITUTION (IRAN)

- Major: MBA

BACHELOR | 1995 | AZAD UNIVERSITY (IRAN)

- Major: Industrial Engineering (System Analysis)

Licenses Certificate

- Internal Quality Audit of ISO 9001-1984 | TUV-Rheinland
- Internal Quality Audit of ISO 9001-2000 | Det Norske Veritas
- Internal Audit ISO 22000-2004, HACCP, GMP (Food Quality & Safety Mgmt. Sys. | TUV-Rheinland
- Lead Audit ISO 9001-2000 | BVQi
- Performance Mgmt. | Behrouz Food Industries
- Risk Mgmt. | Behrouz Food Industries
- Statistical Technics | Behrouz Food Industries
- Information Technology | Kavian Pouya
- Fuller Methods | Behrouz Food Industries
- Transactions & Contracts Governing Principles | Iran Industrial Research & Training Center
- Documentation methods | Industry Method Makers
- Technology Mgmt. | Iran Industrial Engineering Association
- Customer Consent Evaluation & Customer Communication Mgmt. | Improvement of Industrial Management Institute

Language Proficiency

- IELSTS – Overall 6 (Jul 2021)