

Masih Karimian

Certified Management Consultant

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PROFILE

- **Certified Management Consultant (CMC) since 2015**
- **GATA Management Consulting Company** / Consultant since 2010
- **Iran National Innovation and Prosperity Fund** / Marketing Consultant to Knowledge-based Companies
- **Ariana Business School** / Faculty member
- **2-star Badge of Bozorgmehr Award** / National Award for Management Consulting in 2019
- **Best Experience of Training and Development of Human Resources in 2018**
- **Certificate of appreciation of Bozorgmehr Award** / National Award for Management Consulting in 2018
- **Consultant of Business Development in Radio** / Eqtesad ,Quran,Isfahan
- **Tehran Chamber of Commerce Training Center** / Member of the Scientific Group of
- **Certified Instructor of the Austrian WIFI** / Marketing and Sales
- **Referee and Coach of Entrepreneurship Events** / Tarbiat Modares University/ Isfahan University of Technology/ University of Isfahan/ and University of Applied Science and Technology
- **MBA – Marketing** / University of Isfahan / Ranked **1st** among M.S. students of the course
- **BA in Electrical Engineering - Telecommunications** / University of Kerman

EXPERIENCE

(Based on the Starting Date of Cooperation)

- **Havayar Industrial group** / 2021 -22/ Consultant / Market development and Empowerment of the Marketing Team
- **Dotin** / (a leading provider of SOA-based multi-channel software products for banks and financial services institutions)/ since 2019/ Consultant and project manager / Development and Empowerment of Human Resources / Games and Team Activities
- **Fanap** (Pasargad Information Technology) / 2017-2021/ Consultant and Project Manager/ Diagnosing and Empowering Human Capitals / with team games and activities
- **Daan Management Consulting** / 2021 / Consultant / Business Development
- **Atras legal institute** / 2020 / Consultant / Designing the Organizational Structure and Business Development Plan
- **Nestlé Iran** (Nestlé sales representative in Iran) / 2019 / Consultant / Empowering the B2B marketing team with Team Games and Activities
- **Goldiran** (Manufacturer of Home Appliances and Electronics Products) / 2019 / Consultant and Project Manager / Market Research for New Products to Enter the Market
- **Iran National Innovation and Prosperity Fund**/ 2019 /Consultant / Market Development of Knowledge-based Companies [Companies: Aria Azhand Cement / Electronic Afzar Azma / Tosaa Andish Khobreh Tehran / viratech / yasantech / Vira Ertebat Nadine Alborz / Sartar-pardazan Edehnak Alborz / ArtiTeb Medical Engineering company / intelligent road iRoad IR / Architects of Knowledge Age Co / Ehyagaran Pouya Fidar / Tosoaa Tejarat safarhayeh Houshmand / Hesab Rayan Pars/ Shemsh Felez Royal / Neurochallenge Co / Dadepardazan Shailin Tak / Petrofarzan Apadana / Nami industrial group / Sanjesh Rahavard Nikan
- **Ghased Sahar International Company** (Designer and Executor of Environmental Advertisements) / 2018-2019 / Consultant/ Consulting to Advertisement and Market Development to Collection Clients
- **Deedo Snacks** (Mahvin Saz Pars) (Producer of fruit chips) / 2018-2019 / Consultant and Project Manager/ Market Research
- **Sarava** (Venture Capitalist) / 2018 / Project Manager / Market Research
- **BehinAvar** (bafoam) Industrial Co (Manufacturer of Polymer Foams) / 2018 / Consultant/ Diagnosing and Redesigning the Sales and Marketing Organization
- **Nikovani Food** (Producer of Healthy Food) / 2017-2019/ Consultant/ Diagnosing and Planning for Training the Marketing and Sales Team
- **Fanavari Dade Pouyeshgar** (Software Developer) / 2017 / Consultant/ Market Analysis, Planning and Development
- **WEEN ENERGY** (Designer of Solar Farms) / Sweden/ 2016-2017/ Consultant and Project Manager/ Brand identity design
- **Osport** (Online Store of Sports Equipment) / 2016-2017/ Consultant/ Marketing planning
- **Day Insurance** / 2016-2017/ Consultant/ Development of Marketing Strategy / Cooperation with Iran Industrial Foundation

- **Tavan Battery Company** (Manufacturer of Various Types of Automotive and Industrial Batteries) / 2016 -2017/ Consultant and Project Manager / Marketing Research
- **Shahid Beheshti University of Medical Sciences** / 2016 / Project Manager / Designing an Online Education System for General Medical Courses
- **Isfahan University of Medical Sciences** / 2016 / Consultant and Project Manager / Web Mining and Development of Educational Evaluation Methodology
- **Isfahan Kowsar Hotel** - Luxury Royal Arena Sports Complex / 2016 /Consultant and Project Manager / Marketing research, Designing a Business Model and Developing a Marketing Plan
- **Kasra** (Design and Production of presence/absence and traffic automation software) / 2015-2016/ Consultant/ Develop Frameworks and Infrastructure for Commercial Unit/brand Strategic Planning
- **Giti Pasand Industrial Group** (Private Holding) / 2014-2015 / Cooperation with the Policy-Making and Strategic Planning Council of the Public Relations Unit
- **Dana Sepand International Trade Co** (Top Exporter of Food Industries to Europe and Asia) / 2014 / Consultant and Project Manager / Designing the Visual Identity of the Brand of Export Products
- **Azad Tousheh Sepahan** (Fully Automatic industrial Bread Factory with Nandis Brand) / 2013-2016 / Consultant and Project Manager / Development of Marketing Plan / Marketing research and Packaging
- **Varagh Feshordeh Chehelston** (Chehelston Compressed Sheets) (Manufacturer of MDF and Melamine Sheets) / 2014-2016 / Consultant / Marketing Research, Data Analysis and Marketing Information Management
- **Faratahqi** (Executor of National and International EPC Projects) / 2014/ Consultant / strategic planning
- **Desert Green Nuts** (Private Limited) (Nuts Trading) / 2014/ Consultant in Brand Strategic Planning, Re-branding, and Advertising Campaign
- **Mashin Maadan Kavir** (International Trade and Mining Dump Truck Services) / 2013-2014/ Consultant / Review and Redesign Brand Elements
- **Esfahan Pack** (Designer and Manufacturer of Packaging Machines / 40 Years of Experience) / 2013-2015 /Consultant / Strategic Brand Planning, Advertising, Market Development and Creating a New Brand
- **Almas Daneh Toos** (Top Exporter of Nuts) / 2012-2-13 / Consultant / Redesign the visual identity of the Brand and the International Advertising Campaign
- **Persian Gulf Trade Dawn Development Holding** (Activities in the Fields of Trade, Energy and Transportation) / 2012-2017 / Consultant / Market Development; Redesign the Visual Identity of the Brand
- **Karavan Tandis Toos (Narmak)** (the Top Exporter of Khorasan Razavi Nuts) / 2012-2015 / Consultant / Re-branding and Running an Advertising Campaign
- **ICAN** (Manufacturer of Process Management and Business Portals/ Farzin Automation) / 2012 /Consultant in the Advertising Campaign to Attend the Domestic Exhibition

EXPERIENCE (training)

Areas and Fields of Training

Communication skills (Learning through play and teamwork) / **Teamwork** (Learning through play and teamwork) / **Problem Solving and Decision Making** / **Gamification** / **Marketing Research & Environment analysis and Competitor Analysis**

Universities, Institutes of Higher Education, Forums and Events

Ariana Scientific Research Group/ Industrial Management Institute/ Mahan Institute of Higher Education/ MBA and DBA Courses at School of Management of University of Tehran/ Isfahan University of Technology/ University of Isfahan/ MBA and DBA courses at Qom University School of Management/ Home of Industrial Management Institute Managers/ Donya-e-eqtesad Newspaper Training Center/ Isfahan Chamber of Commerce, Industries and Mines/ Iranian Management Consultants Association/ First, Second and Third National Conference on Marketing Research/ Iranian Autism Association/ Isfahan National Elite Foundation/ Isfahan Business Training Center/ Payame Noor University/ Fanavarzan Hakim Institute of Higher Education/ Sadr Institute of Higher Education

Businesses

Iran Oil Pipelines and Telecommunication Company/ Zarrin Roya (My Baby)/ Naghsh-e- Avval Keifeyat/ Havayar Industrial Group/ Daria Hamrah/ Fanap/ Arvan Cloud/ Nestlé Iran/ ABCallcenter (safir-abi-aram)/ Dotin/ Pardis Technology Park/ Supervision of Bank of Industry and Mine/ Khouzestan Steel Company/ Isfahan International Fair/ Rahnama Company/ Kasra Company