

Hadi Afshari

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Education

- TEHRAN BUSINESS SCHOOL (TBS), TEHRAN, IRAN, year 2017-2018
Doctor of Business Administration (DBA), GPA: 19.5
- SHARIF UNIVERSITY OF TECHNOLOGY, TEHRAN, IRAN, year 2005-2008
Master of Business Administration (MBA), GPA: 17.17
- AMIRKABIR UNIVERSITY OF TECHNOLOGY, TEHRAN, IRAN, year 2000-2005
B.S. Electrical Engineering, GPA: 15.03

Professional Experience

- Co-Founder, 20TA30, 2020-Present.
- Chief Strategy Advisor, Iran Cultural Heritage and Tourism Investment Company (Public Joint Stock Holding) and Subsidiary Companies, 2019-Present.
- Chief Marketing and Commercial Advisor, Sahm Ashena Capital Investment Company (Holding), 2019-Present.
- Chief Investment and Entrepreneurship Advisor, Innovation Center of Iranian Mines & Mining Industries Development & Renovation (IMIDRO), Autumn 2020-Spring 2021.
- Commercial Consultant, Amin MVNO, spring 2019.
- CEO and Board Member, Industrial Projects of Iran, Industrial Holding, July 2016-September 2018.
- Board Member of:
 - "Sahm Ashena Investment Advisory Company" (Chairman of the Board), autumn 2019-Present.
 - "Ashena Tech Venture Capital (VC) Fund), winter 2020-Present.
 - "BazAfarin Abhar Nikoo" (Board Member), Summer 2017-Present.
 - "Omid International Industries Development" (Chairman of the Board), winter 2016-Winter 2018.
 - "South Cement of Qeshm" (Board Member), autumn 2016-Autumn2018.
 - "Zanjan PetroSazeh Negin" (Chairman of the Board), spring 2017-Autumn 2018.
 - "Pars Beton Mahan" (Chairman of the Board), summer 2017-Autumn 2018.
- Member of Investment Committee, Ashena Tech VC Fund, summer 2017-Present.
- Member of Investment Committee, Arman Ati VC Fund, summer 2017-Present.
- Business Development Consultant, Freelance, 2016-Present.
- Professionally instructing music & Piano, 2001-Present.
- Lecturing Management & Business Courses:
 - Lecturing "Entrepreneurship" in "MBA Program", Shahid Beheshti University, From Spring 2016.
 - Lecturing "Entrepreneurship" in "MBA Program", Tehran Business School, From Spring 2018.
 - Lecturing "Principles of Entrepreneurship" in "MBA Program", K. N. Toosi University of Technology, From Summer 2020.

- Lecturing “Creativity and Innovation Management”, Mobile Communication Company of Iran (MCI), Winter 2020.
- Lecturing “Management Theories” in “MBA Program”, Tehran Business School, From Spring 2020.
- Lecturing “Marketing Strategies” in “DBA Program”, Tehran Business School, From Spring 2020.
- Lecturing “Business Design, Model & Plan” in “MBA Program”, Tehran Business School, From Spring 2020.
- Lecturing “Business Models” in “MBA Program”, Fashion Designers Institute, From Winter 2020.
- Lecturing “Marketing and Branding” in “MBA Program”, Iranian Architecture Center, From Spring 2020.
- Lecturing “Business Models” in “DBA Program”, Faculty of Economics, Tehran University, From Spring 2019.
- Lecturing “Business Models” in “Sharif Summer School”, Sharif University of Technology, summer 2015 & 2016.
- Lecturing “Marketing Management” in CECO Company, summer 2015.
- Lecturing “Marketing Management” in 1-Year MBA Program, Tehran University, Faculty of Management, summer 2012-2013.
- Lecturing “Marketing Strategies and Tactics” in 1-Year MBA Program, Tehran University, Faculty of Management, Summer 2012.
- Lecturing “Marketing Management” in 1-Year MBA Program, IMRE in affiliation with Ministry of Power, summer 2012-2014.
- Lecturing “Strategic Management” and “Marketing Management”, Telecommunication Company of Iran, Summer 2012.
- Instructing “Marketing Management” and “E-Commerce” courses, Entrepreneurship Program, Islamic Azad University, Karaj Branch, summer 2012.
- Instructing the courses “Business Plan”, “Business Models”, “E-Commerce” and “Marketing”, Sharif Entrepreneurship Co., July 2010-2011.
- Instructing “Business Model” and “Internet and Entrepreneurship” courses, Entrepreneurship Program, Islamic Azad University, Khomeyni-Shahr Branch, February 2011.
- Instructing “Business Model” and “Internet and Entrepreneurship” courses, Entrepreneurship Program, Islamic Azad University, Ghaem-Shahr Branch, July 2010.
- Marketing Consultant, Kazintercom, Telecom Operator in Kazakhstan, April 2013-July 2016.
- Interim Management team member, in contribution with DETECON, German Consultants, for launching Kazintercom, Telecom Operator in Kazakhstan, December 2013-January 2015.
- Marketing Manager, TEM Invest Co., September 2011-July 2016.
- Marketing Consultant, Ertebattat Sayyar (Hamrah e Avval) Co., September 2011-July 2016.
- Member of Strategy Department, TEM Invest Co., June 2011-July 2016.
- Marketing and Management Consultant, Forough Andishan Honar Co., Affiliated with Pasargad Bank, February 2013.
- Marketing and Sales Manager, Neevad Co., September 2010-June 2011.
- Marketing Manager, Rahbord Novin Parsina Group, April 2010 – September 2010.
- Project Manager of Strategy Consultant Group, Rahbord Novin Parsina Group, November 2009 – September 2010.
- Management and Strategy Consultant, Manoosh and Kiasa Co., November 2009 – April 2010.
- Preparing, formulating and implementing Strategic plan and designing top chart of Iran Cultural Heritage and Tourism Investment Company (Public Joint Stock), winter 2009.
- Business Development Manager, Medical Devices Division, “DarmanYab Darou”, March 2009 – September 2009.

- Preparing Business plan, Brand Establishment strategy and Designing web site of Tetra Med Home Health Care Co. U.K, summer 2009.
- Management Consultant of “Golestan” and Marketing Supervisor of Business Development Division of “Golestan, December 2008 – March 2009.
- Administrative Manager of main hall of “Health Management Congress”, Fara Management Organization, winter and autumn 2008.
- Executive Manager of “Bekhan.Com”, Fara Management Organization, March 2006 - February 2008.
- Project Manager of “Establishment and Development of Fara Book Club”, Fara Management Organization, Summer 2006
- Teaching “Music Theory” and “Music Creativity” (especially for Entrance Exam of universities).

■ Personal Skills

- Business Case Evaluation and Due Diligence skills.
- Business Development and Marketing Management skills.
- Capital Budgeting and Companies/Projects Valuation.
- Assessment and Valuation of Startups.
- Organizing and Analytical skills.
- Presentation skills and Training/Lecturing.
- Entrepreneurship, Business Model Generation, Business Development, Creativity and Teamwork skills.
- Investment, Corporate Evaluation and Business Design.
- Communication and Negotiation skills.
- Internal Auditing and Business Analysis
- Teaching / Coaching
- Playing Musical Instruments (Piano, Accordion, Keyboard, Santur, Daf, Flute Recorder), Composing and arranging songs.
- Language skills
 - English: Fluent
 - Arabic: Acquaintance
 - Russian: Acquaintance
- Acquaintance with Computer/Web Programming Languages.

■ Computer Science Skills

- Operating systems: MS-Dos, Microsoft Windows (all versions) and MacOSX.
- Microsoft Office (All applications, all versions).
- Managerial applications: Microsoft Project, Mindjet Mind Manager, Primavera
- Cloud Programs: Microsoft Office 365, Microsoft SharePoint
- Programming software: Basic, C, Pascal, Assembly, HTML and Web Programming.
- Engineering software: MATLAB, OrCAD, PSpice, Codevision AVR.
- Other applications: Adobe Photoshop, Cakewalk, Finale, Sibelius

■ Awards Received

- Elected as member of Professional Committee of Management and Economics in Sharif University Alumni, July 2017.
- Rank **1** in graduate school of management and economics, Sharif University, First Semester 2007.

- Rank **36** in Entrance Exam of MBA, year 2005.
- Rank **401** in Entrance Exam of Universities (Konkour) and rank **1** in region and being chosen as honor student, year 2000.
- Receiving appreciation letter from Dean of Amirkabir University for collaborating in International robotic contest RDC2002, year 2002
- Receiving certification in operating computer from State Department of Techno-Vocational Education Organization, year 1997.

■ Managerial Projects and Research Experience

- Collaborating in writing the article “Bribery: The termite of business” in “Gozideh Modiriati” Management Journal, Number 176, April 2016.
- Collaborating with DELTAPARTNERS Consulting Group in the project “Market Opportunity Assessment and Formulating the Entrance Strategy in Telecom Industry” in Kazakhstan, May 2012.
- Writing “The role of business intelligence in marketing based on customer lifetime value in banking industry” article, in progress.
- Writing E-Commerce chapter of “the comprehensive book of entrepreneurship”, Sharif University, spring and summer 2009.
- Writing and presenting “Art Therapy” article in second Health Management Congress, autumn 2008.
- Final MBA project: “Recognition of methods that increase customer lifetime value (CLV) using Business Intelligence (BI) Concept”, summer 2008.
- “Job Analysis” consulting project, Actover Pharmaceutical Co., summer 2008.
- Writing “The relationship between Music and Management” article, spring 2008.
- Writing and presenting “Music Therapy” article in Health Management Congress, winter 2007.
- Strategic Planning, Bekhan.Com, autumn and winter 2007.
- Writing “Personal skills in communication” article, autumn 2007.
- “Legal Perspective of Advertising in Iran” Research Project, autumn and winter 2007.
- “Analyzing and Evaluating Financial Statements” Project, KarAfarin Bank, spring 2007.
- “Analyzing Pricing techniques of selling books in Iran” Research Project, autumn and winter 2006.
- “Analyzing and Evaluating of Marketing Management” Project, Bekhan.Com, autumn and winter 2006.
- “Analyzing and Evaluating of Operation Management” Project, Esfahan Optic Industries, spring 2006.
- “Analyzing and Evaluating Management Control Systems” Project, Press Hall of Iran Khodro, spring 2006.
- Organization Design Project, Endocrinology Research Center, Tehran University, summer and winter 2005.
- Final Electronic engineering project: Design and construct of a digital system for generating music notes with capability of communicating with PC using serial port, spring and summer 2005.
- “Principles of Management and Leadership Theories” Research Project, year 2005.

Courses

- Attending in “Personal Branding Course” +Certificate, Banik, Tehran, autumn 2017.
- Attending in international security exhibition, “Intersec 2014”, Dubai, January 2014.
- Attending in “International Marketing Management Conference”, Tehran, summer 2011.
- “Enterprise Architecture Seminar” (eTOM), Telecommunication of Iran, summer 2011.
- Elective university course: “Customer Relationship Management”, Graduate School of Management and Economics, Sharif University, spring 2007.
- Elective university course: “E-Commerce”, Graduate School of Management and Economics, Sharif University, spring 2007.
- Participating in “Iranian Managers Annual Summit, Re-Imagining Management”, autumn 2006.
- Elective university course: “Pricing and Promotion Management”, Graduate School of Management and Economics, Sharif University, autumn 2006.
- “Sales management course, E-Selling Section”, Fara Management Organization, summer 2006.
- Human Resource Management Workshop, winter 2005.
- “Venture capital Investment” Course, autumn 2005.
- Participating in Mind Technology conference, year 2005.
- Elective university course: “Principles of Management and organization theory”, Industrial Engineering department, Amirkabir University, year 2005.
- Elective university course: “Industrial Management”, Chemistry engineering department, Amirkabir University, year 2005.
- MATLAB, OrCAD courses, year 2001.
- Taking part in computer course, Techno-Vocation Education Organization, year 1997.

Additional Professional Activities

- Fixing and fault detection of personal computers.
- Implementation of Computer network using Microsoft Windows NT.

■ Volunteer Experience

- Membership in Professional Committee of Management and Economics in Sharif University Alumni as Chairman, From 2017.
- Ownership and Management of Telegram Public Channels & Content Generation:
 - Online Free Training of “Entrepreneurship”: <https://t.me/afsharientp>
 - Persian Piano Channel: <https://t.me/persianpiano>
- Collaborating with several charity organizations.
- Collaborating in administration of “Health Management Congress”, year 2007 & 2008.
- Collaborating in administration of “International Robo-Deminer Contest”, year 2002.

■ Interests and other Activities

- Entrepreneurship, Business Development
- Strategic Management
- Marketing and Customer Relationship Management
- Sales Management
- E-Commerce / Internet
- Finance and Investment
- Team Work
- Social Activities
- Psychology
- Swimming, Bicycling, Ping-Pong
- Cinema, Theatre and Music
- Calligraphy and Graphics

■ References

- Available upon request.