

Amir H.H. Pazhooh

Product Manager

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Min Salary: 160MT

SUMMARY

For 8 years, I dedicated my time to startups and products. My skill set includes designing a budget MVP, running the most efficient experiments, and planning initial product propositions and go-to-market strategies. I have no problem dealing with both creative and analytical projects. As a data-centric product manager, I've encountered and overcome gathering data. Alongside Products, I enjoy video gaming, watching old movies and creating content.

EXPERIENCE

Senior Product Manager -Sotoon, JUL 2022–Present (2 YEAR)

[Sotoon](#) is the largest enterprise cloud provider in Iran.

- Led the successful revamp of a storage product, devising and executing targeted sales strategies that led to a sustained monthly revenue growth of 6% over a 12-month period.
- Regularly authored and published monthly press releases tailored to specific personas and targeted user segments, effectively enhancing brand visibility and engagement.
- Actively contributed to company-wide strategy, playing a key role in product strategy discovery and execution.
- Facilitated five OKR (Objectives and Key Results) sessions, aligning teams and stakeholders with organizational goals and driving performance excellence.

Product Director and Co-founder -Nobaar, JAN 2020–JUL 2022 (2.5 YEARS)

[Nobaar](#) is a logistics startup. I ran Nobaar from scratch with a personal investor and teamed up to run MVP and optimize the business model to be ready for investment.

- Build and Lead Product, Tech, Marketing, and data team (20 people) and three cross-functional teams (Driver, Purchase, B2B) and make the market research and product-market fit to complete the backlog
- Spearheaded OKR for the first time and manage three OKR seasons
- Grew company revenue to 10x in one year (in March 2020, from \$630 to \$7K)
- Review the marketing channels and budget management based on CAC
- Work on a pitch deck and financial projection to raise round A (\$625K in July 2020)
- Tripled the data-driven level of the company from 0 to 3 (Data-aware)
- Define new KPIs, work with data analysts to create new pricing models and dispatching algorithms, and Increase Fulfillment rate from 50% to 73%
- Analyzed market and simulated pricing scenarios to **Increase Margin from 8% to 21%** in two years
- Make break-even points on PC1 to be ready for bootstrap (Optimize Revenue–direct acquisition cost)
- Streamlined the scrum method and improve feature delivery from one per two months to one per week
- Innovated over 30 tests focusing on funnel improvement to achieve User to Lead CTR from 17.8% to 20%

Product owner- Alibaba Travel, AUGUST 2018 - JANUARY 2020 (1.6 YEARS)

[Alibaba](#) is a leading startup in the travel industry in Iran. I worked on the Tour platform.

- Launched Upsell and promotion features and gained a 30% share of sales
- Boosted calls by 20% through better UX and promotion
- Implemented a backward working method and enhanced stakeholders' communication.
- Run Product.Alibaba.ir — A backstage for the product department
- Controlled supply and demand and pricing and raised margins from 9% to 32% and revenue by 500%
- Develop a reservation solution to reduce operational work to half

Co-founder and CEO -Mibarim, May 2016 - JUNE 2018 (2.3 YEARS)

Mibarim was a modern carpooling service. I raised \$32k for pre-seed.

- Test 4 different carpooling solutions to find the best MVP in one year
- Get 20K apps installed with PR and social media (Without cost)
- Lead ten persons and hire or promote staff members
- Increase revenue to 5X and retention to 90% with a pivot product and focus on the employee for their daily trips

Tech Journalist (work student) -Peivast, JAN 2014 - April 2016 (2.5 YEARS)

Peivast is an IT magazine focused on solutions for managers and enterprise companies.

- Plan content strategy based on market needs and competitor analysis
- Launch a new product for daily news and Grow to 1k daily users and 5k followers on social media
- Led a five-person team to achieve goals with content management

Founder and freelance consultant, TheMiniCEO

In 2018, I built a new brand to help people develop new ideas with minimum cost. I did ten projects in TMC and grew the site to 1k daily users. I also train four people and coach them to join new companies. Projects:

- CheshmAndaz was an idea about Bourse and portfolio management.
- Berfes was an idea about the crowd-shipping model (passengers can deliver items and get less money)
- WTS (World trade scrap) was a global B2B scrap trading idea.

CERTIFICATES

- **Northwestern University:** Organizational Leadership Specialization {1}
- **Google:** Google Data Analytics Professional Certificate {1, 2}
- **University of Virginia:** Design Thinking for Innovation [[Certificate](#)]
- **University of Pennsylvania:** English for Career [[Cert](#)], Viral Marketing and Craft Contagious Content [[Cert](#)]
- **IBM:** IBM and ISC2 Cybersecurity Specialist Professional Certificate {1}
- **Product School:** Product Masterclass: How to Build Digital Products [[Certificate](#)]
- **LinkedIn:** Become a Data Analyst {[Data Analytics: 1 Foundations](#), [Data Fluency: Exploring and Describing Data](#), [SQL: Data Reporting and Analysis](#), [Excel: Data Analysis](#), [The Non-Technical Skills of Effective Data Scientists](#)}
- **LinkedIn:** Getting Started with AI and Machine Learning {[Reinforcement Learning Foundations](#), [AI Foundations: Thinking Machines](#), [Deep Learning: Getting Started](#), [ML Foundations: Linear Algebra](#)}
- **Other:** Sales and Negotiation (AYA business school), Google Analytics for Beginners (Google academy) [[Certificate](#)], Google Tag Manager Fundamentals (Google Digital Academy) [[Certificate](#)]

SKILLS

- **Analytics:** Hotjar - Google Analytics - Google Sheet - Google optimize - Tag manager - Data analyze - SQL
- **Design:** Figma
- **Research:** Design thinking - Scrum - Financial projection - Presentation - OKR - Strategic planning - Storytelling - Startup launch - requirement and market analysis - marketing strategy - Divide and conquer
- **Marketing:** Content marketing - Viral marketing - Social media - SEO - Marketing automation
- **Develop:** PHP - HTML - CSS - WordPress

PUBLICATIONS

Translate “The Product Manager's Survival Guide” Book — *Everything You Need to Know to Succeed as a PM*

Write “Human Blockers” Book — *A Guide about human resources for startups*

EDUCATION

- **Master of Software design and development:** (OS, Organizational Behavior, Software Engineering)
- **Bachelor of Information Technology:** (Courses: Algorithm Analysis, Computer Network, Database Design, Fundamental of multimedia, Internet Engineering, JAVA Programing, Automata Theory and Languages)

AWARD

Lean startup Machine - Tehran (2018) — Winner team (Led a team of five people to Validate a new idea and made revenue in 3 days)