

Contact

www.linkedin.com/in/manuelohan
(LinkedIn)
youtube.com/@manuelohan
(Other)
manuelohan.com (Personal)

Top Skills

Product Design
Go-to-Market Strategy
Business Model Development

Languages

Persian (Native or Bilingual)
English (Professional Working)
Armenian (Professional Working)

Publications

Development of a model for
Identifying Critical Success Factors
(CSF) via Strategic Approach (Based
on Balanced ScoreCard)

Manuel Ohanjanians

Startup Lover, Product Lead, Startup Executive, Growth Lead,
Founder of ESEMINAR
Tehran, Tehran Province, Iran

Summary

A husband, father, founder, startup business lover and big fan of Arsenal F.C.!

I founded my startup in 2017. ESEMINAR.tv is a live events management and marketing platform with over 1million active users which is considered one of the high-growth startups in the Iranian market.

Experience

ESEMINAR

Founder and CEO

September 2017 - Present (6 years 9 months)

ESEMINAR.tv is an All-in-one live events management and marketing SaaS platform in Iran.

Our product is integrated with all video conferencing (e.g. Zoom, Teams, Meet), recording (e.g. Loom) and streaming apps (e.g. OBS).

We have the highest conversation rate of registrations for events in the Iranian market, especially in the fields of entrepreneurship and startups, digital marketing, personal development, etc.

Our mission is to create equal opportunities to teach and learn without geographical and physical limitations for all people of the world.

Our achievements in the developing stage:

- Experienced high traction, 2 rounds of fundraising, and growth in the last two years.
- Top 10 developing startups in Iran.
- Top 10 winner of Elecomp-stars 2019 (startups festival) competition
- The best Iranian content website from the perspective of the 12th Iran Web and Mobile Festival (IWMF) and candidate for the best e-learning site.

- Medal of creative company and member of National Empowerment Network of Iran's Innovation and Prosperity Fund Institute.
- More than 1.1 million active users.
- More than 25K active hosts (event organizers)
- More than 40K hosted events and 15K on-demand events.
- More than 500 daily upcoming and live events.

Rovio: AI-driven social media journey creator
Co-Founder and Team Lead
February 2024 - Present (4 months)

Rovio: AI-driven social content explore based on user preferences and curate content across different social media platforms.

In today's bustling digital landscape, staying connected with the world through social media has become an integral part of our daily lives. However, navigating the vast sea of content across various platforms can often feel overwhelming and time-consuming. Enter Rovio – the ultimate solution to streamline your social media experience. Rovio is not just another social media management tool; it's your personalized companion in the digital world. Powered by cutting-edge AI technology, Rovio revolutionizes the way you engage with social media by curating content based on your unique preferences and interests. Whether you're a casual user seeking to discover new trends or a content creator looking for inspiration, Rovio is designed to enhance your online journey by delivering tailored recommendations and simplifying content discovery across different social media platforms.

With Rovio, the days of endlessly scrolling through irrelevant posts are over. Say goodbye to content overload and hello to a curated feed that reflects your individual tastes and preferences. Whether you're passionate about fashion, technology, travel, or anything in between, Rovio ensures that you never miss out on the content that matters most to you. From trending topics to niche communities, Rovio empowers you to explore the diverse world of social media with ease and efficiency. Welcome to a new era of social media engagement – welcome to Rovio, where your digital journey is personalized just for you.

Zoody!
Co-Founder and Team Lead
June 2022 - December 2022 (7 months)
Yerevan, Armenia

Zooddy.com is an AI-powered events search engine! We are listing, and recommending any types of events customized for each user.

Zooddy with crawling all of events on the web and recommending to users based on their interest and purpose and referral to the events landing page on their own website or event management platform (e.g Eventbrite) helps event organizers to grow up their audience and registration.

For the user side, We inform new events from the people they have followed on each platform and recommend everything they are interested in and prefer.

For event organizers, We help to grow and scale up their audience and brand through referral and affiliate plans, boosters and Ads, etc.

Our achievement in the MVP stage:

- Accepted into La French Tech France's startup program.
- Accepted into Schoolab (Startup Incubator in France).
- More than 30K referrals to event management platforms (e.g. Eventbrite).
- More than 60K crawled events, hosts, and speakers.

Schoolab

Schoolab Entrepreneur - Batch 14

May 2022 - October 2022 (6 months)

Paris, Île-de-France, France

Schoolab helps innovation projects grow with entrepreneurs and with companies. They use collaborative methods such as Design Thinking, Lean Startup and Agility, and together with their team, They engage a large ecosystem of students, startups and entrepreneurs around entrepreneurial projects.

FARA Company

Project Manager

April 2014 - August 2017 (3 years 5 months)

Fara Company is a management consulting company. This company has done more than 100 projects in different fields of management consulting and technology management for major governmental organizations, private businesses and etc., and has contributed to better decision-making and implementation of those decisions.

Atibal

Project Manager

August 2013 - January 2014 (6 months)

Atibal was a Full-Service Marketing agency from the subsidiaries of Solico Industrial Group and the Kaleh brand. I was the project manager of the Marketing

Strategic, business plan, and branding strategy projects for tens of large and medium-sized firms. I had to leave because Atibal was closed in 2014.

FaraRaahbord Arman (FRA co.)

Project Manager

November 2010 - August 2013 (2 years 10 months)

FaraRaahbord is a management consulting company. This company has done more than dozens of projects in different fields of management consulting and strategic management for major governmental organizations, private businesses and etc

Education

University of Tehran

Master's degree, EMBA (Strategic Management) · (2013 - 2015)

University of Damavand

Bachelor of Science (BSc), Industrial Engineering · (2007 - 2011)