



# Milad Edrisian

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Loc: Tehran, Iran  
Date of Birth: 02/02/1999

## SUMMARY

Head of International Business Development at Iran’s largest private corporation with 5+ years of experience establishing export marketing units and driving international market expansion. MBA and Industrial Engineering graduate from Sharif University (#1) leveraging dual expertise in supply chain architecture and strategic brand management to successfully scale market-leading portfolios globally.

## EDUCATION

- Master of Business Administration – Marketing** Sep. 2021 – Feb. 2024  
Sharif University of Technology, Ranked #1 University in Iran (QS World University Rankings 2025), Graduate School of Management and Economics  
GPA: 3.81 / 4 (17.52 / 20)  
Advisor: Dr. Mohammad R Arasti  
Research Focus: Conducted comprehensive research on "The impacts of dynamic managerial capabilities on firm international performance," specifically analyzing the mediating role of the Liability of Foreignness (LoF).
- Bachelor of Industrial Engineering** Sep. 2017 – Sep. 2021  
Sharif University of Technology, Industrial Engineering Department  
GPA: 3.78 / 4 (17.61 / 20)  
Advisor: Dr. Shokraneh K. Moghaddam  
Project: Data-driven design and implementation of the House of Quality (HOQ) technique for detergent packaging at Sepehr Plastic Padideh.

## PROFESSIONAL EXPERIENCE

**GOLRANG INDUSTRIAL GROUP |** Tehran, Iran (The largest private corporation in Iran.)

- PADIDEH SHIMI GHARN (Subsidiary) | Head of International Business Development** Mar. 2024 – Present
  - Unit Establishment:** Founded the International Marketing Unit from scratch, defining the organizational structure and securing a 450% budget increase (from \$100k to \$550k) by pitching a high-growth expansion strategy to the CEO. Elevated brand equity for core portfolios (Active, Roya, Actident) through targeted global campaigns.
  - Process Optimization:** Redesigned the Export Product Development Process, leveraging internal R&D infrastructure to streamline operations and accelerate time-to-market for international products.
  - Sales Synergy:** Spearheaded cross-functional alignment between Sales and Export teams, driving international sales to \$10M (Mar 2024–2025) and leveraging new marketing infrastructure to set a \$15M target (50% YoY growth) for the upcoming fiscal year.
- PADIDEH ZISTI NANO (Subsidiary) | Business Development Consultant** Oct. 2023 – Present
  - Architected a strategic market expansion plan for Zinc Oxide (ZnO) and Silica (SiO2), focusing on their classification as high-tech, knowledge-based assets to secure a competitive advantage.

<b>SEPEHR PLASTIC PADIDEH (Subsidiary)   New Product Development Supervisor</b>	<i>Jul. 2023 – Mar. 2024</i>
<ul style="list-style-type: none"><li>Led new category development via Co-R&amp;D and competitor analysis for Pino Baby (a leading Iranian brand in baby and infant care), aligning technical designs with market demands.</li></ul>	

<b>SEPEHR PLASTIC PADIDEH (Subsidiary)   Project and Supply Chain Supervisor</b>	<i>Jun. 2021 – Jul. 2023</i>
<ul style="list-style-type: none"><li>Brand Launch Infrastructure: Led the strategic launch of Pino Baby as Golrang’s specialized infant care brand. Directed capacity assessment, machinery layout, and production line setup, establishing the foundational supply chain architecture.</li><li>Market Launch Success: Orchestrated the end-to-end launch of 33 SKUs across 7 categories (detergents, nursing, baby care), generating ~200 billion Tomans (\$4M+ USD) in first-year revenue.</li><li>Supply Chain Leadership: Managed the entire supply chain for Pino Baby (nursing, fabric care, and cleansing categories). Formulated annual MRP and Master Production Schedules (MPS), ensuring optimal supply planning and final product delivery.</li></ul>	

## SELECT ACADEMIC & STRATEGIC PROJECTS

<b>Internationalization Strategy: Pino Baby (European Market Entry)</b>	<i>Jan. 2023 - Jul. 2023</i>
Advisor: Dr. Mohammad R. Saeedi	
Scope: Developed a comprehensive market entry strategy using Internal/External Analysis, IMS (International Market Selection), and 4P Marketing Mix. Delivered a full economic analysis and budget for Pino Baby’s expansion into Europe.	
<b>Strategic Planning: Sepehr Plastic Padideh</b>	<i>Apr. 2022- Jul. 2022</i>
Advisor: Dr. M. R. Arasti	
Scope: Executed a holistic industry analysis of the plastic packaging sector. Defined core competencies and evaluated SWOT factors to formulate a long-term strategic roadmap for the company.	

## EXTRACURRICULAR ACTIVITIES

<b>Active Member of Scientific Association of Management Department   Sharif</b>	<i>Jul. 2022 – June 2023</i>
<i>University of Technology, Iran, Tehran</i>	
<b>Active Member of Scientific Association of Industrial Engineering (SAIE)   Sharif</b>	<i>Jul. 2018 – Jul. 2019</i>
<i>University of Technology, Tehran, Iran</i>	

## SKILLS & LANGUAGES

<b>Languages:</b>
<ul style="list-style-type: none"><li>English: IELTS Band 7.0 (Tested Oct. 2024)   <i>Advanced</i> (L: 7.5, R: 7.0, S: 7.0, W: 6.5)</li><li>Persian: Native</li></ul>
<b>Technical Skills:</b>
<ul style="list-style-type: none"><li>Advanced: Microsoft Office, AI Productivity Tools.</li><li>Intermediate: Visual Paradigm (BPMN), Project Management Tools (PS6, MSP and Trello).</li><li>Working Knowledge: Python (Data Analysis), Microsoft Power BI.</li></ul>