



# Milad Edrisian

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Loc: Tehran, Iran

Date of Birth: 02/02/1999

## SUMMARY

Head of International Business Development at Golrang Group, driving \$10M in annual sales and securing a 450% budget increase. Sharif University dual-degree graduate (MBA & Industrial Engineering) with a track record of executing "0-to-1" launches generating \$4M+ in revenue. Strategic leader focused on bridging Middle Eastern and East Asian commercial markets.

## EDUCATION

### Master of Business Administration – Marketing

Sep. 2021 – Feb. 2024

- University:** 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

- University:** 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 marketing and export teams, driving international sales to \$10M (Mar. 2024 – Mar. 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 (SiO<sub>2</sub>), focusing on their classification as high-tech, knowledge-based assets to secure a competitive advantage.

## SEPEHR PLASTIC PADIDEH (Subsidiary) | New Product Development

Jul. 2023 – Mar. 2024

### Supervisor

- Led new category development via Co-R&D and competitor analysis for Pino Baby (a leading Iranian brand in baby and infant care), aligning technical designs with market demands.

## SEPEHR PLASTIC PADIDEH (Subsidiary) | Project and Supply Chain

Jun. 2021 – Jul. 2023

### Supervisor

- 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.
- Market Launch Success:** Orchestrated the end-to-end launch of 33 SKUs across 3 main categories (detergents, nursing, baby care), generating ~2,000 billion IRR (\$4M+ USD) in first-year revenue.
- Supply Chain Leadership:** Managed the entire supply chain for Pino Baby product categories. Formulated annual MRP and Master Production Schedules (MPS), ensuring optimal supply planning and final product delivery.

## SELECT PROJECTS & CERTIFICATIONS

### Product Management Course

Dec. 2023 – Jan. 2024

- Course Holder:** Snapp Group (Iran's Largest Startup)
- Scope:** Specialized training led by Snapp Group's top product managers and directors from various ventures. Focused on product lifecycle management, agile methodologies, and data-driven product strategy.

### Internationalization Strategy Project: Pino Baby (European Market Entry)

Jan. 2023 – Jul. 2023

- 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.

### Strategic Planning Project: Sepehr Plastic Padideh

Apr. 2022 – Jul. 2022

- 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

### Active Member of Scientific Association of Management Department

Jul. 2022 – Jun. 2023

| Sharif University of Technology, Iran, Tehran

### Active Member of Scientific Association of Industrial Engineering

Jul. 2018 – Jul. 2019

| Sharif University of Technology, Tehran, Iran

## SKILLS & LANGUAGES

### Languages:

- English: IELTS Band 7.0 (Tested Oct. 2024) | Advanced (L: 7.5, R: 7.0, S: 7.0, W: 6.5)
- Persian: Native

### Technical Skills:

- Advanced: Microsoft Office, AI Productivity Tools
- Intermediate: Visual Paradigm (BPMN), Project Management Tools (P6 & MSP), Microsoft Power BI

### Core Competencies:

- Commercial Negotiation, Cross-functional Teamwork, Strategic Problem Solving