BEHRAD ZARI

ENTREPRENEUR & SOFTWARE ARCHITECT

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CAREER GOALS

As a T-shaped producer I try to think BIG.My systematic product-driven mindset helps me to decrease the gap betweenstrategy and deployment of large-scale software.Building extensible and long-lived solutions with high profitability is my expertise.I know how to coach and motivate my team to improve their productivity and efficiency.Believe me or not: you always do, what you THINK most you can do!

SKILLS

- ✓ Team Development and Coaching
- ✓ Leadership and Integrity
- ✓ Micromanagement
- ✓ Mobile Growth
- ✓ SaaS
- ✓ Time Management
- ✓ Marketing and Negotiation
- ✓ Forward-Thinking

ACTIVITIES

- ★ Increasing Mobile Engagement, Talk 2017
- ★ Mobile Marketing Roadmap, Elecomp 2018
- ★ Acquisition VS Retention, Talk 2018
- ★ Teach Mobile Marketing - Sharif SEERIO.ir
- ★ Teach Marketing Automation - Dehban DM

ACADEMIC HISTORY

Sharif University of Technology

Masters in Software Engineering

- MSc. Thesis: Towards an Agile Core Methodology for Software Development

Azad University, Central Tehran Branch

Bachelor in Software Engineering

- BSc. Project: Implementation of the Iranian Health Portal based on SOA

CAREER HISTORY

Founder and CEO

Chabok Realtime Solutions | 2017 - 2020

- Launched a SaaS platform with comparable features and quality against world's top marketing automation software while minimizing development costs playing both as a CPO and CTO
- Successfully served famous Iranian B2C tech companies to happily integrate and optimize theirdigital growths
- Achieved positive cash flow and profitability in the second year of running Chabok

Product Architect

Atieh Dadeh Pardaz | 2014 - 2017

- Managed to design & implement a second screen mobile app for most famous TV show of Iran (90Program) which scaled to 3.5 million MAU and handled more than one million predictions in an hour at live show.

Software Engineer and Product Manager

AC&C Basamad Co. | 2005 - 2014

- Developed and battle tested a very scalable VoIP (SIP-based) Call Manager which deployed inmultiple important Irancall centers like 9990 (MCI), 9627 (National Iranian Oil Refining and Distribution), 162 (IRIB) and others
- Setup an advanced Contact Center Analytics & KPI reporting BI tool with SpagoBI integration

Software Developer

Javaneh Narmafzar (ObjectJ Co.) | 2003 - 2005

- Member of development team of Emdad Khodro Iran enterprise software with on-site test andfeedback responsibility