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Nationality: Dutch

Mahsa Motegeh, PhD, MBA

Passionate to lead sustainable growth opportunities

Summary

Results-driven leader with 18 years of international experience across R&D, base chemicals, refining and downstream Operations, strategy, and energy transition. Proven track record in strategic planning, leading innovative technology deployment to enhance operational efficiency, and building high-performing teams to deliver sustainable business growth. Holds a PhD in Chemical Engineering from Delft University of Technology and an Executive MBA from Erasmus University. Expertise spans strategic development, partnership building, complex deal-making (including M&A), designing sales approaches and managing key negotiation phases, and delivering exceptional customer value.

Work experience

Aug 2024 - Present | Freelance Consultant E-Mobility Strategy, Operations, and Investment

- Providing strategic and operational assessments in the E-mobility sector.
- Advising investors on opportunities and growth strategies for informed investment decisions.

June 2024 - Jul 2024 | Charging Network Operations Lead at Milence

- Led a high-performing team to ensure seamless customer experience during e-truck charging at hubs.
- Designed and delivered intelligent operational ecosystem enabling highest uptime of e-truck chargers.

Jun 2021-May 2024 | European Head of E-Mobility at Shell

- Developed and executed comprehensive commercial strategies for the European markets, including financial modelling for both organic and major inorganic investments (~€0.25 billion headline size), resulting in a market share increase of 5-10%.
- Led successful market entry initiatives in Turkey and Italy by crafting growth strategies, securing capital, and establishing strategic partnerships leading to notable expansion of Shell's e-mobility footprint.
- Directed multidisciplinary teams across IT, Finance, Payments, and Operations to design and implement a novel disaggregated E-mobility architecture, enabling efficient and seamless operation of Shell's EV charging network with >99% uptime.
- Developed B2B pricing strategies and led high-stakes dealmaking with Mobility Service Providers (MSP), boosting sales and overall profitability of EV charging network by 10% increase in gross margin.

Nov 2020 - May 2021 | E-Mobility Product Manager at Shell Verkoopmaatschappij B.V.

- Managed the ChargePoint Management System (CPMS), prioritizing feature demands, overseeing the development pipeline to ensure alignment with B2B/B2C customer segment needs and strategic goals.
- Led continuous improvement initiatives to improve CPMS and Shell MSP customer value proposition, directly increasing customer satisfaction by 10% and ensuring seamless network operations.
- Developed and implemented transfer pricing strategies based on detailed cost-to-serve analysis, empowering the B2B teams to negotiate more profitable deals, and boosting gross margin by 10%.
- Designed a standardized, efficient maintenance process covering on-site and remote maintenance across all markets, improving network reliability and increasing uptime by 5%.

Curriculum Vitae

Jun 2019 - Oct 2020 | Strategy Advisor for New Energies & E-Mobility at Shell Verkoopmaatschappij B.V.

- Developed Shell's global long-term growth strategy for the E-mobility business, identifying key markets through competitive landscape analysis and establishing market share objectives.
- Designed profitable business models and pricing strategies to achieve desired ROI.
- Built detailed financial models to inform strategic investments for profitable sustainable growth.

June 2016 - May 2019 | Product Optimizer/Trading Analyst Fuel Oil/VGO at Shell Trading Rotterdam

- Optimized fuel oil & VGO allocation, generating €25 million annual P&L improvement.
- Managed day-to-day deal-making, supply chain logistics, and refinery turnarounds.

Sept 2013 - May 2016 | Research Technologist Base Chemicals & Chair of Creative Team at Shell

- Investigated steam-assisted cracking reactions for new advantaged feedstocks, optimizing operating conditions to reduce coke formation and increase profitability.
- Led brainstorming/research across virtual Shell Creative Team to design innovative solutions for business and technology challenges.

Sept 2009 - Oct 2013 PhD Researcher | Design of Photocatalytic Reactors, Delft University of Technology

- Developed design guidelines for high-efficiency slurry and slurry-bubbly photocatalytic reactors (4 publications in leading journals).

Sept 2007 - Aug 2009 | Research Engineer - Smart PEAS at Delft University of Technology

- Researched applications and hydrodynamics of Smart Process Environment Actuators and Sensors.

Jun 2006 - Sep 2006 | Research Intern, Akzo Nobel

- Researched the formation and growth kinetics of silica nanoparticles in colloidal solutions.

Jan 2005 - Aug 2005 | Research Engineer, Goudsniroo Engineering Consultancy Company

- Worked on design and development of a green hydrogen production facility using electrolysis technology and renewable energy resources.

Aug 2004 - Nov 2004 | Research Assistant, Vienna University of Technology, Institute of Chem. Eng.

- Investigated physical/chemical separation of recycled tire compounds; IAESTE scholarship recipient.

Education

2017-2019 Executive MBA, Business Administration & Management (with Honors), Rotterdam School of Management, Erasmus University.

2009-2013 PhD, Chemical Engineering (Design of photocatalytic reactors), Delft University of Technology.

2005-2007 MSc, Chemical Engineering (Shell Centenary Fund scholarship), Delft University of Technology.

2000-2004 BSc, Chemical Engineering (Cum Laude), University of Tehran.

Languages

English (C2-Advanced), Dutch (B2-Intermediate), Italian (B1-Intermediate), Persian (Native), Arabic (Basic)

Honors and Awards

- S2023: Shell Recognition Award for CPO operational ecosystem design & implementation.
- 2022: EVP Award (Drive Value & Growth Sustainability in E-Mobility).
- 2022: SVP Marketing Award (Superior Digital EV Customer Experiences).
- 2022: VP E-Mobility Award (CPO migration & hardware integration).
- 2014: Shell Recognition Award (HSSE workshops in Base Chemicals).
- 2005-2007: Shell Centenary Fund Scholarship (Delft University of Technology)
- 2004: IAESTE Full Scholarship (Technical University of Vienna)