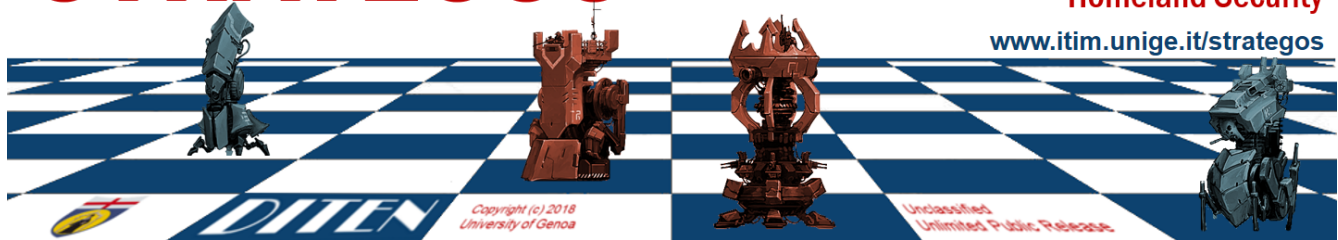


STRATEGOS

Engineering Technologies for Strategy in
Defense, Industry, Government &
Homeland Security

www.itim.unige.it/strategos



Master of Science on Engineering Technology for Strategy and Security



STRATEGIC Engineer Resume

Name Abolfazl

Family Name Akhondzadeh

Citizenship *omissis*

Address *omissis*

Tel *omissis*

Email *omissis*

Skype *omissis*

Education & Special Certificates

Sep 2022 - current, University of Genoa, International
Master Science in Engineering Technology for Strategy
and Security (Laurea Magistrale), STRATEGOS, Genoa,
Italy

Sep 2016 - 2018, Science & Arts University, Master of Information Technology Management, Computer/Information Technology

2013 - 2015, Science & Arts University, Bachelor's degree, Computer Software Engineering

Licenses & Certifications

- **DBA brand - Iran Brand Academy**

Issued Dec 2019 - Expires Jul 2021

- **MBA brand - Iran Brand Academy**

Issued Mar 2018 - Expires Nov 2019

- **marketing management - QUALITY ASSESSMENT CONSULTANTS (QAC)**

LIMITED

Issued Feb 2015 - Expires Feb 2016

QAL-25287-15-141126

Professional Experiences

Founder of Charvand Consulting Group

Jun 2016 - Present (6 years 5 months +)

*.Our leadership:

The Charvand is led globally by our managing partner; our elected board of directors, known as the Shareholders Council; a global leadership team known as the Acceleration Team; and the leaders of our offices and practices.

*.Our purpose, mission, and values:

To help our clients make distinctive, lasting, and substantial improvements in their performance and to build a great firm that attracts, develops, excites, and retains exceptional people.

*. Featured:

We're helping build an economy that works for all.

*. Our commitment to environmental sustainability:

We will reach net-zero climate impact by 2030 through decarbonizing our operations, investing in natural climate solutions, and accelerating progress through partnerships.

Skills: Decision-Making · Data Mining · Brand Consultant · Leadership

Brand Consultant

Morshedar group

May 2021 - Apr 2022 (1 year)

- ❖ We are building intangible assets. Examples of intangible assets that are intellectual property include:
- ❖ Brand culture
- ❖ Brand character

- ❖ Brand personality
- ❖ Brand commitments
- ❖ Brand accessories
- ❖ Brand equity
- ❖ Brand Book

Marketing researcher

Yazd University

Sep 2018 - Oct 2021 (3 years 2 months)

- ❖ Identified and analyzed current and new markets (new customers), determined sales target and profit target estimated advertising budget and sales operating budget to achieve defined goals
- ❖ Sales human resource training

Guest Speaker

RAJAPALAYAM RAJU'S COLLEGE

Jul 2021 - Aug 2021 (2 months)

- ❖ International webinar on the effect of the intangible assets on the customer behavior

Branding researcher

Iran Brand Academy

Jun 2018 - Dec 2020 (2 years 7 months)

- ❖ Monitor the impact of the brand, recognizing the need to make changes to the brand, and implementing them (for example, rebranding or repositioning)
- ❖ Plan brand advertising or communication campaigns based on codified strategies
- ❖ Manage brand development and create microbrands
- ❖ Identify customer contact points and determine the concept and materials of promotional items for each product

Lecturer In Marketing

Forever Living Products (UK) Ltd

Feb 2017 - Mar 2017 (2 months) Personal brand design of sellers in Yazd.

Marketing Advertising Specialist

Beauty Clinic Dr. Hami Fard

May 2016 - Feb 2017 (10 months)

- ❖ Created, developed, and supported an existing brand by designing, updating a website, and implementing e-marketing

Marketing Research Specialist

Mahan develop Company

Dec 2015 - Nov 2016 (1 year)

- ❖ Volunteer and market research expert. Holding training seminars in market research and development.

Digital Marketing Consultant

Access Nova Group Inc.

Apr 2015 - Dec 2015 (9 months)

- ❖ Increased sales through marketing in person or by talking on the phone, e-mailing using Instagram video to introduce the content to the potential audiences
- ❖ Set sales target and implemented incentives, made accurate sales forecast

Research And Development Specialist

Yazd Poolica Industrial Co.

Apr 2014 - Mar 2015 (1 year)

- ❖ Translate functional needs into product specifications
- ❖ study new and up-to-date technologies and try to localize and apply them in the Company's products or services
- ❖ participate in planning to improve products or services
- ❖ optimize processes, transfer and absorb technology
- ❖ Keep records of sales, revenue, invoices, etc.
- ❖ Provide trustworthy feedback and after-sales support

Telemarketing Specialist

Iran Insurance Corporation

Mar 2013 - Mar 2014 (1 year 1 month)

- ❖ Recognized customers to assess their insurance needs and select the most appropriate and best insurer according to the applicant's conditions to introduce it to the insurer along with reporting to insurers and relevant supervisors
- ❖ Searched the insurance companies conditions and compared their features, coverage level, and price

Scientific Experiences

- ❖ Akhondzadeh, A., & Monfared, A. R. K. (2021). **The effects of green skepticism on green buying decisions: the mediation role of product evaluation, environmental knowledge, product experience and environmental concerns.**Akhondzadeh, A., & Monfared, A. R. K. (2021). The effects of green skepticism on green buying decisions: the mediation role of product evaluation, environmental knowledge, product experience and environmental concerns.

International Journal of Business Competition and Growth · Feb 19, 2021

- ❖ Akhondzadeh, A. (2019). **Analysis of the Factors Affecting the Implementation of Virtual R&D in Iranian Tile and Ceramic Companies Using Structural Equation Modeling Approach.**Akhondzadeh, A. (2019). Analysis of the Factors Affecting the Implementation of Virtual R&D in Iranian Tile and Ceramic Companies Using Structural Equation Modeling Approach.

sumdu.edu.ua · Dec 26, 2019

- ❖ **the market planing guide the market planing guide**

Qazvin University Jihad Publications · Feb 22, 2018

Projects

For my graduation thesis, I did an analysis of the Factors Affecting the Implementation of Virtual R&D in Iranian Tile and Ceramic Companies Using a Structural Equation Modeling Approach.

Technical Skills

- **Problem solving**
- **Leadership**

ICT Skills

I have skills in using the Office suite with advanced skills in using Excel.

Languages

Persian (Native Language)

English (Foreign Language)

Experiences

the market planning

I am crazy about the marketing and I have worked more than 10 years in this field.

I hereby authorize STRATEGOS, Genoa University and Simulation Team to share my CV for Professional and Scientific Reasons with Companies & Institutions