

Ehsan Danaei Rad

Business development specialist - PMP®

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PROFILE

Excellence-driven and highly organized Project Management Professional (PMP) and business development specialist with 10+ years of experience and a track record of enhancing efficiency, productivity, and revenue. While effectively applying both predictive and agile methodologies in business and R&D projects of all sizes. Possess a keen eye for detail and a disciplined approach to coordination; excel at driving projects through to completion based on milestones and top-notch communication. Having a successful background in leading people, developing strategic plans, and exceeding expectations in fast-paced, deadline-driven environments. Able to quickly change business needs and problems to project requirements to meet business goals and initiate, plan, execute, control, and close projects in the oil and gas, agriculture, and FMCG industries by offering innovative solutions to grow market share and create value. Strategic thinker with a customer-first approach, critical thinking, fast-acting, excellent communication, teamwork, and problem solver by using iterative improvement life cycles.

Highlighted Skills

- PMBOK standard
- Project/ Product management
- Agile project management
- Scrum & Kanban methodologies
- Business analysis
- Project Chartering
- Requirement & Scope management
- Schedule management
- Budget management & forecasting
- Earned Value Management
- Risk management
- Business Acumen
- Servant Leadership & stewardship
- Organizational skills
- Analytical skills
- Team management & Interpersonal skills
- Conflict resolution & Negotiation
- Facilitation
- Resiliency & Adaptability
- Presentation

Technical Skills

- Financial Reporting Software (80%)
- Microsoft Office (Word, Excel) (80%)
- Power Point (100%)
- Microsoft Project (80%)
- Power-BI Dashboards (70%)

Work Experience

Business Development Consultant/ Branch Manager

2012 - Present

Soorena Chain Restaurants, Tehran, Iran

Due to my extensive experience with prioritization and multitasking, as well as my strategic planning, leadership, and organizational skills, I was designated as the branch manager of our family-owned chain restaurant.

- Developing and implementing action plans to meet financial goals and accomplishing financial objectives in budgeting, analyzing, preparing, maintaining proper serving protocols and procedures of staff members, and analyzing and resolving work problems. Successfully, **The annual gross sales volume at one branch increased from \$700K to \$2,300M in just three years.**
- Developing employees by providing ongoing feedback, establishing performance expectations, and conducting performance reviews. Recruiting new employees, conducting on-site employee training, developing **performance-enhancing strategies**, and observing employees to ensure compliance with fair labor standards and equal opportunity guidelines, resulted in a **240% increase** in staff recruitment within one branch and a 60% decrease in staff resignation.
- Maintaining meticulous supervision over all of the chain's dining locations. Coordinating and supporting the front-of-house operations ensuring supervision of serving staff, responding to resident and executive director concerns, and maintaining quality service and safety standards.
- Creating a **three-month plan for staff activities** related to food safety, kitchen hygiene, general cleaning, and dining area maintenance. Supervising the presentation of the restaurant's highest quality image in terms of cleanliness, staff appearance, and treatment of customers by the staff.
- Applying **production planning and control** led to a **100% increase** in product development by increasing the number of new culinary production lines from 3 to 6, and strategically developing effective marketing plans to increase sales and profits while managing costs.
- Performing everyday inventory and ordering of care department supplies and equipment and raw materials of the restaurant, as well as preparing daily and weekly checklists. Performing accounting tasks, adhering to **daily financial reporting**, receiving **non-cash reports**, and daily fund closure.
- Researching customer behavior and leading strategic product roadmap discussion across multi-functional teams. Overseeing the seasonal advertising of branches while interacting directly with customers to collect feedback and determine their level of satisfaction.
- Forecasting and regulating the restaurant's variable costs in conjunction with the senior management daily, weekly, and monthly.

Project Opening Branches (Waterfall Methodology)

Managed 7 projects, including 3 new branch openings and 4 branch expansions, By Analyzing The Business Opportunities, and Completing pre-project activities, Initiating and Completing Projects and delivering Branches to the Post-Project Operations.

- Designed, executed, and optimized **digital marketing campaign** and **environmental (eco-friendly)** advertising to increase awareness, educate consumers, and encourage environmentally conscious purchase; conducted primary research to increase customer satisfaction; piloted marketing research projects to improve brand personality among current and potential customers; and increased social media followers from **6,000 to 11,100** in two years, restaurant reception capacity by **300%** in one branch, and online orders **by 30%**.
- Developed and managed the project requirements, Scope, Schedule, Budget, resources, quality, risk, procurement throughout the project life cycle based on the business's Policies and procedures. Successfully developed project plans and completed projects within its Within its deadlines and budget constraints.

Co- Founder/ Product Owner *Petro Idea Shahvar, Shahrud, Iran*

2014 - 2019

In 2014, I co-founded the business to direct and plan the development of **reference laboratories** for application in the oil and gas and agricultural industries.

- Conducted conceptual design studies and preliminary design of the project, prepared the project **Work Breakdown Structure (WBS)** and executive Gantt Chart, utilizing MS project. Conducted design and reverse engineering studies and prototyping of the product, allocated project budget to the investors as well as presenting the plan, and provided project progress reports to the Science and Technology Park.
- Engaged in negotiations with suppliers and equipment manufacturers, convening several meetings to gather information and define the projects' technical and business requirements and obtaining the regulatory licenses.

Project High-Tech Dynamic Pressure Control System (DAPC) in drilling of Oil & Gas Wells (Agile Methodology)

This project originated from postgraduate research to develop technical knowledge of the Most-advanced pressure control system used in the drilling industry. I conducted fundamental and detailed studies while developing two explanatory pilots as the product owner, and subsequently, I was entrusted with devising and executing the laboratories as mentioned above.

- Compiled technical knowledge and construction of a reference laboratory for semi-industrial testing of "dynamic pressure control system of oil and gas wells," as well as collected and translated global standard operating procedures to implement the system on an industrial scale. And built a laboratory setting based on preliminary design studies.
- Signed a non-disclosure and cooperation agreement (NDA Contract) with the largest international company in the country (the Well Services of Iran, a drilling services provider).
- Successfully reached 3rd place in the "Startup Stream" event, which was the first event to introduce energy startups to investors and corporations at the international broadcasting conferences center.

Project Designing tensile structures to protect agricultural products from Frost and hail (Agile Methodology)

To address the issue of frostbite and hail damage to horticulture and agricultural products, the Ministry of Agriculture commissioned our Company to carry out this initiative in 17 distinct regions. This issue has been present across 17 provinces, and our company initiated this project as a research pilot. I've performed all the investigations and studies, From conceptual design to test and deploy the final product.

- Built a wind-resistant tensile structure, signed a contract with the investor, implemented the project in 1000 square meters, prepared an agricultural explanatory plan to finance the project, and obtained construction permits.
- Increased the resistance of anti-hail structures against the wind by up to 30% compared to all existing systems.
- Optimized construction and execution costs by up to 50% compared to all similar structures registered worldwide.

Education

2009 - 2013

MSc in Petroleum Engineering- Drilling and Exploitation

Azad University Science and Research Branch, Tehran, Iran

2003 - 2008

Associate Degree in Mining Engineering Azad University Shahrud Branch, Semnan, Iran

Certification

- **Project Management Professional (PMP®)**, Project Management Institute, Pennsylvania, 2022
- Specialized and **Applied MS PROJECT and MS Excel** software course, Hermes Education Development Center, Tehran, IR, 2022
- Specialized course on **Project Management Dashboards with POWER BI**, Hermes Education Development Center, Tehran, IR 2022
- **EPC project management** specialized course, Hermes Education Development Center, Tehran, IR 2023
- **PMP Exam Preparation Training** Course, IPSA International Training Center, 2022
- Innovative Unit License for Advanced Manufacturing, production, and testing equipment, Semnan Science and Technology Park, 2016
- Holding Patent Certificate for "A method and system for oil well drilling control using back pressure," The Organization of Registration of Documents and Properties of the country, 2014

Memberships

- Iran Project Management Association, 2023
- Project Management Institute of Pennsylvania (PMI), 2022

Languages

- English: Advanced
- Persian: Native Speaker