

Shoresh Moradi

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Executive Profile

Over 10 years of C-level and senior executive experience, with a proven track record in corporate governance, regulatory alignment, and enterprise value creation. Adept at serving on boards to provide strategic oversight, challenge management, and ensure sustainable growth.

Proven track record in:

- Leading commercial turnarounds and scaling transaction-based businesses
- Aligning business strategy with regulatory, banking, and technology environments
- Building high-performance teams and future-ready organizational structures
- Designing data-driven growth models and new revenue streams

Recognized for bridging **strategy, operations, and governance** to deliver sustainable enterprise value.

Professional Summary

Dynamic and forward-thinking executive with extensive experience across **FinTech, ICT, and Green E-Commerce** sectors. Known for building high-performing teams, developing growth-focused strategies, and delivering measurable results in complex digital ecosystems.

Over the past decade, I've led initiatives that bridged business strategy with technology — from expanding payment infrastructures and managing large-scale B2B & B2G partnerships, to driving innovation in online payment gateways. My leadership style combines **strategic clarity, analytical insight, and people-centered growth**, ensuring both performance and purpose align.

Core Board Competencies:

- Corporate Governance & Compliance – Aligning business strategy with banking, payment, and ICT regulations
- Risk & Audit Oversight – Financial controls, operational resilience, and data governance
- Revenue & Portfolio Growth – Turnarounds, transaction-based scaling, and M&A readiness
- Stakeholder & Public Affairs – Multi-stakeholder partnerships (B2B, B2G, banking, technology partners)

Core Strengths:

Procurement & Supply Management • Sales Leadership • Business Strategy • Digital Payments • FinTech Ecosystems • Data Analytics • Partner Relations • Product Marketing • Process Optimization • Business Development

Professional Experience

Asan Pardakht (AP Co.) — General Manager of Sales

Sep 2024 – Apr 2026 | Tehran, Iran

Leading the commercial and strategic transformation of Iran's famous payment ecosystem.

- Spearhead **sales and marketing strategy** across B2B, B2G, and IPG channels.
- Oversee **POS payment network operations**, ensuring reliability and seamless merchant experience.
- Direct the **Internet Payment Gateway (IPG)** roadmap, enabling secure and scalable online transactions.
- Build strategic alliances with **banks, FinTech's, and regulators**, shaping the across digital payment infrastructure.
- Implement **data-driven growth models** to increase merchant acquisition and transaction volume.

Thunder Light Co. — Sales & Marketing Manager

Apr 2020 – Oct 2024 | Tehran, Iran

- Established and optimized sales infrastructure for national tenders and B2B contracts.
- Recruited and developed a capable sales force with performance-based coaching.
- Launched new product lines and improved brand visibility across industrial markets.

Azmayesh Online — Business Development Consultant

Jun 2019 – Oct 2024 | Tehran, Iran

- Designed **digital transformation strategies** for healthcare e-commerce services.
- Enhanced business performance through **process automation and analytics**.

Tehran ICT Guild Organization — Secretary, Hardware & Communication Committee

Dec 2021 – Jun 2024 | Tehran, Iran

- Supported policy alignment between **private ICT firms and government stakeholders**.
- Contributed to the standardization of technical and regulatory frameworks.

FourSat Kish — IT Business Development Manager / CEO Counselor

2011 – 2020 | Tehran, Iran

- Managed IT business unit delivering **data center infrastructure and FTTx systems**.
- Negotiated B2B contracts, supplier agreements, and technical partnerships.
- Evaluated and mitigated risks in **foreign procurement** and sourcing operations.

Saman Electronic Payment (SEP) — Deputy, Marketing & Bank Affairs

Aug 2016 – Oct 2017 | Tehran, Iran

- Strengthened relationships with partner banks and fintechs to grow merchant acquisition.

Earlier Roles (2005–2011)

- **Data Pack System — IT Sales Manager:** Managed Passive LAN infrastructure product sales and quality testing.
- **Mehr-Azar Machine Co. — Sales Expert:** Oversaw industrial equipment projects across Iran.
- **Vina Juice — IT & Sales Expert:** Supported ICT systems and trade activities in FMCG industry.
- **Ghaem Reza Industrial Group — Workshop Manager Assistant:** Supervised mechanical installations (FLS mid of Denmark Gharb Cement Upgrade to 4k Ton per Day Project).

Education

M.Sc. in E-Commerce — Islamic Azad University (*2014–2016*)

B.Sc. in Computer Software Engineering — Shiraz University (*2010–2013*)

Professional Certificates:

- Artificial Intelligence — *Microsoft*
- Marketing Analytics — *UC Berkeley*
- Price & Promotion Analytics — *Microsoft*
- RapidMiner Applications & Use Cases — *Professional Certification from ALTAIR*

Languages

English (Professional)

Technical & Managerial Skills

Foreign Procurement • CRM Systems • Power BI • Business Intelligence • Data Analytics Tools • ERP & Process Modeling • Market Strategy & Growth Design • Business Drive • Business Negotiations