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MASOUD MARDANNIA

SUMMARY

A serial entrepreneur and IT expert. He is the founder and CEO of technology development and digital solution companies in Dubai and Tehran. He is currently building his third entrepreneurial venture, TGIPRO Network Inc, which is launching an innovative professional networking and mentorship accessibility platform. He has amassed ١٥+ years of experience in programming, team leadership, and IT solutions for clients across MENA, Europe, and Asia.

PROFESSIONAL ACHIEVEMENTS

CO-FOUNDER & CHIEF EXECUTIVE OFFICER
TGIPRO Network Inc. (I.Pro)

APR ٢٠٢٢ - PRESENT
Toronto, Canada

Working with the co-founders since early 2021 to lay down the groundwork for launching the Canadian Start-up. He was officially appointed as the CEO of the Canadian Start-up upon the incorporation of the company in April 2022. Currently working remotely toward the launch of the company in Canada.

- Creating and implementing the Canadian Start-up's vision, mission, and internal operating direction alongside the Founders' team
- Working with the Chief Strategy Officer (CSO) on the process of incorporation of the Canadian company, setting up a corporate structure, and establishing the leadership team.
- Creating plans for early business development and working with CSO and Chief Human Resources Officer (CHRO) to identify potential clients and partners in Canada.
- Leading the development and implementation of the overall organization's strategy and setting up the processes for assessing the company's success metrics in reaching pre-determined goals and milestones.
- Conceptualized the I.Pro platform with the Founders' team and leading the platform development and testing process with the team of software developers.
- Collaborating with the CIO to oversee coordination with the Iranian affiliate in sharing of knowledge & services for an optimal outcome.
- Collaborating with the Founders team to develop the plans for enhancing the I.Pro platform and develop additional functionalities to cater to Canadian marketing needs.
- Developing plans for user-testing of the IPRO platform, including seeding the platform with Canadian mentors and resources.
- Working with the CHRO to develop the Company's Canadian hiring plan to meet the expansion objectives.
- Working with the CSO to establish and manage IPRO's corporate IP Strategy alongside the Company's Canadian legal team to ensure adequate legal protections.
- Gaining a strong understanding of the professional mentorship landscape in various verticals, such as small businesses and start-up networks, relating to the I.Pro platform and the platform's Canadian launch.
- Setting up processes to manage and track the company's overall success in reaching its objectives.
- Nurturing corporate partnerships with the affiliate companies' existing networks to onboard new mentors and mentees to the I.Pro platform to begin real-world testing.

- Setting up Workflow and SOPs for Contracts and SLAs (Service Level Agreements) with CSO and CHRO to ensure excellent customer service.
- Collaborating with the CHRO to develop a robust Go-to-market strategy addressing the needs of Canadian small businesses and start-ups to provide them with exceptional mentorship opportunities.
- Creating, implementing, and enforcing the organization's policies and procedures along with the Founders to enhance the company's operational and financial effectiveness.
- Working with the CSO to ensure all legal and regulatory documents are filed and monitoring compliance with laws and regulations.
- Creating plans for early business development to identify potential clients and partners, and the implementation of Sales and Marketing strategies focusing on business leaders, start-up founders, small business operators, and retirees.

CO-FOUNDER & CEO

Noavaran Tarnama Gostar LLC. (Tarnama)

FEB ۲۰۱۲ - PRESENT

Tehran, Iran

Founded in 2012, Tarnama provides software development, digital solutions, and IT consultancy services to companies across the Middle East, North Africa, Europe, and Asia. Over the last 10 years, the company has completed over 600 projects and accrues over \$1.3M CAD in annual revenue. Working with clients of all sizes and across industries.

- Created and implemented corporate mission, SOPs, KPIs, employee standards, and team growth strategies to support consistent growth.
- Overseeing and managing various software development and digital solutions projects being undertaken by Tarnama.
- Hiring and training resources in various roles, primarily for software developers to manage for various projects
- Working with the Chief Legal Officer to ensure regulatory compliance, and prepare client contracts and terms and conditions for various software development projects.
- Managing company operations, responsibility of P&L and budgets, and business development strategies for the business.
- Leading monthly and annual fiscal reviews to ensure business revenue projections are met for short- and long-term operations.
- Developing and implementing digital marketing strategies (such as SEO/SEM) for clients to align with their re-branded and rebuilt website, social media, and online presence.
- Representing the company at industry events, expos, and exhibitions.
- Leading the development of key programs and solutions that Tarnama offers to clients globally to solve their IT needs.
- Managing and overseeing Tarnama's various social media and content management platforms including:
 - *Tarnama-News* – For the management and daily updating of all newspapers, magazines, and similar printed media, as well as individual company PR strategies.
 - *Tarnama-Media* – Designed for the establishment and curation of large volumes of data for photo, video, radio, and television programming-based companies.
 - *i-Portal* – To assist the creation of start-up companies with a simplified website builder, and multiple drag-and-drop functions for improved UI/UX.
 - *Tarnama-Club* – To improve professional networking and external communications capabilities for companies with clients, including social media management.
 - *Tarnama-Shop* – An online retail engine, which integrates with other Tarnama platforms to provide simplified eCommerce solutions for clients of all sizes.
 - *i-Pro* – The precursor for the Canadian platform, currently under testing in Iran.

CO-FOUNDER, OWNER & BOARD DIRECTOR
Al Saada Al Dahabia Delivery Services (ASAD)

JUN ۲۰۲۱ – PRESENT
Dubai, UAE

Offering software development, digital solutions, and IT consultancy services to various corporate clients in the MENA region and Europe.

- Collaborating with co-founders to develop and implement the company's operational procedures, workflow processes and growth strategies.
- Leading the SOPs and framework for IT programmers working on various projects including data management platforms, websites, and software solutions for clients.
- Managing the teams of IT experts working on various software development projects, including the hiring, training, and guidance of all team members.
- Reviewing all financial projections, budgets, and cash flow with co-founders monthly.
- Developing and implementing digital marketing strategies (such as SEO/SEM) for clients to align with their re-branded and rebuilt website, social media, and online presence.

SENIOR PROGRAMMER & PROJECT MANAGER
Hyper Media Company

SEP ۲۰۱۰ – MAR ۲۰۱۲
Tehran, Iran

One of Iran's largest web and mobile program solution companies. Providing IT solutions for companies across Iran while catering to digital solution needs of more than 2000 clients in the last decade. Their solutions and services range from website development, creating technology platforms and setting up IT infrastructure and protocols for the clients.

- Managed a team of IT programmers to develop, test, and implement over ۶۰ solutions.
- Provided coaching, leadership, and staff training to improve skillsets and team efficiency.
- Prepared weekly status reports to present and discuss with senior management.
- Designed and implemented multiple mobile and web-based solutions for clients.
- Created multiple newspaper-website development tools and managed integrated services with other online video and audio platforms for various client projects.
- Developed and maintained support platforms and cloud infrastructure for very content-heavy websites, such as those hosting a newspaper or magazines.

SENIOR IT MANAGER
Razi University of Kermanshah

MAR ۲۰۰۶ – SEP ۲۰۱۰
Iran

One of Iran's highest-rated Science and Engineering Universities, offering Bachelor, Master, and Ph.D. programs to roughly 15,000 students each year.

- Planned and managed the University's online presence, including the re-development and launch of their website and online accounts, as well as student and staff portals.
- Researched and implemented multiple software and hardware upgrades campus wide.
- Managed and coached a team of full and part-time IT staff for system upgrades.

EDUCATION

FELLOWSHIP IN INTERNATIONAL BUSINESS ADMINISTRATION
RWTH Aachen University

SEP ۲۰۱۹
Aachen, Germany

MASTER OF SCIENCE – E-COMMERCE AND IT ENGINEERING
Khajeh Nasir University

FEB ۲۰۱۲
Tehran, Iran

BACHELOR OF SCIENCE – SOFTWARE ENGINEERING
University of Zanjan

FEB ۲۰۱۲
Zanjan, Iran

SUPPLEMENTARY TRAINING

- C# Programming
- Network Infrastructure and Security
- AI-Recommendation Systems
- Data Analytics
- Software Security and Anti-Hacking
- International Business Management
- Business Growth Planning
- Online Marketing and SEO
- Scrum-Master
- PHP

ADDITIONAL INFO **LANGUAGE FLUENCY**

English – Persian

SKILLS

- Computer programming, website design, and IT systems
- Tracking, predicting, and adapting to industry trends in IT solutions
- Developing online awareness and marketing campaigns
- P&L management, financial review, and budgeting
- Staff hiring, training, leadership, and management