

Majid Saffarian Zadeh

Senior Product Manager

+989126435695 | Majidsaffarianz@yahoo.com | <http://saffarianzadeh.ir> | [linkedin.com/in/saffarian](https://www.linkedin.com/in/saffarian)

Summary

Senior Product Manager with **+7 years** of experience in product strategy development, prioritization, and execution, including **+4 years** working on multiple **mobile applications, AI products, and ecommerce platforms (B2B-B2C SaaS)**. Technical Background. I worked as a developer before moving up to product manager. I helped drive the business through data-driven insights, data science, and machine learning. Now I am looking for a role where I can contribute with my skills as a **senior product manager**.

Work Experiences

Mofid Securities | Nov 2021 - Present (1 year 3 mos)

Mofid Securities is Iran's largest full-service stockbroker with **+10 million** users and **+2000** employees.

Senior Product Manager (Chatbot and AI-powered Call Analytic)

- Led a **12-person** cross-functional team (engineering, design, support, marketing) and coordinated with 5 business partners to successfully launch the **AI-powered call analytic** and **Chat bot**.
- Managed a backlog, writing user stories, conducting sprint planning, retrospectives, and other aspects of the scrum workflow.
- Generated insights on customer segmentation, churn, and renewal rates from data tables with **100 million** rows in SQL.
- Reduced customer support calls by **50%** by developing and implementing an interactive Chat bot.
- Delivered complex user-facing reporting by building a **segmentation model** focused on increasing retention and profitability of the **+10M** customer base

AIPAA | Nov 2018 – Oct 2021 (3 years)

AIPAA is the largest AI SaaS solution in Iran with +100 B2B customers.

Senior Product Manager (AI SaaS Platform)

- Defined and prioritized **+45 new features**, created user stories, launched web-based/API products, and led a **12-person scrum team** of developers and designers to deliver results in 2-week sprints.
- Developed activation and engagement strategies focused on gamification and increased **ARPI** by **35%**.
- Modified platform business model to increase revenue by **40%**.
- Delivered **4 Customized products** (like **recommendation service, smart search engine**) by customization in UI/UX, Performance, and features for **e-commerce platforms**.

Rahpoo | Nov 2015 – Oct 2018 (3 years)

Rahpoo was a startup that develops new apps that provide edutainment content for kids. I founded in 2017 and sold in 2020

Co-founder | Product Manager (Mobile App - Ecommerce)

- worked closely with UX designers and mobile developers to take **8 new mobile apps (such as game, customers club, VOD)** and one **online e-commerce marketplace** through ideation, development, launch, and iteration
- Increased revenue by **40%** by launching **3 new products** in three years from **MVP** to launch
- Led the cross functional team that created the web and mobile user interfaces for "Nikipoo".

- Translated business goals, feature concepts, and customer need into prioritized product requirements and use cases.
- Performed analysis on large datasets with **PowerBI** and **Tableau**

Bontech | Nov 2007 – Oct 2015 (8 years)

Bontech Holding is a company that has been in the ICT industry for over 18 years, operating more than 50 operational sites for Iranian telecom operators.

Product Manager (Mobile App - Ecommerce)

- Release the first version and reach 130k registered users and 15k subscribed users during 9 months.
- Translated user requirements into a compelling roadmap for 2 mobile applications ([afarinak](#) and [dorsa family](#))

Product Owner (Platform)

- Add a new business line by developing a Reseller platform.
- Improved metrics and increased user base **from 20,000 to 80,000 within 14 months**
- Created innovative and intuitive product features such as TCI Payment Gateway.

Software Developer (C++)

- C++ Developer in FSMS (fixed phone SMS) center project
- Created innovative and intuitive product features such as TCI Payment Gateway.

Education

Master's degree in e-commerce

Shiraz University Shiraz, Iran

Majored in business with emphasis on e-commerce in the sector IT.

Bachelor's degree in software engineering

Bahonar University Kerman, Iran

Skills

Product strategy, data analysis, product roadmap, product analysis, scrum, user experience (UX), leadership, communication, language learning, gamification, mobile application, Jira, Product Management · Business Analysis · Agile Methodologies · Web Commerce · Mobile Commerce · SQL · Scrum, product owner

Languages

Professional working proficiency in English