

Mehrassa Heydarian

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EMPLOYMENTS & EXPERIENCES

Impact Consulting

Engagement Manager (Project-basis)

EMEA Region

02/2021 - Present

- Conducting **Internal analysis & Competitors' analysis** for a Finish EdTech company to **improve students' engagements**.
- **Optimized Op. strategies** of a Russian Edu. Institution working with UK and US universities, **causing %25 increase in performance**
- **Improved the brand image & developed the inbound marketing strategies** led to 23% boost in their talents pool (the tutors)
- **Awarded as one of the top 3 Engagement Managers in EMEA region** in Q1, 2021 (among 20 EMs)

Swiss Hospitality Business School (SHG)

Adjunct Professor (Part-time)

Nice, Marseille, Paris

09/2019 – 02/2021

- **Selected as the "Best Lecturer"** among 15 lecturers in three different branches by students (>100 students)
- **Led the curriculum upgrade** to become more pragmatic in Intercultural Management, HRM, Marketing strategies, and Leadership

Parsiaideh Management Consulting Clinic

Co-Founder, Vice President & Consulting Manager

Tehran, Iran

04/2016 – 09/2017

- **Designed** the overall roadmaps and strategies & **built long term partnership** with internal and external stakeholders
- **Exceeded the sales target by 35%**, selling consulting services to companies with different sizes (from 20 to 700 employees)
- **Led** six strategic consulting projects with **100% customer satisfaction**
- **Doubled the income** of an IT company by restructuring the Marketing & Sales dpt., training and **developing the market** to B2G
- **Saved 38% cost** in a Construction Company by **redesigning the org. structure** from Functional to Matrix
- **Improved performance by 27%** in a Coffee Manufacturer by implementing a "Performance Appraisal system"

Rahbord Holdings

Head of Training & Consulting department /Marketing & Sales manager

Shiraz, Tehran, Iran

06/2011 – 03/2016

- **Increased income by 42%** by designing, and delivering more than 20 workshops, training programs for managers
- **Formulated, executed** annual business strategies of the department
- **Conducted market research** on brake pads market and established a relationship with an OEM partner
- **Launched a new brand of brake pads (Auto-Parts)** conquering **7% of market share** in the 1st year
- **Launched a "Employees' Performance Appraisal"** software in the market & **Developed nation-wide distribution channels**
- **Acquired 20 large, national companies** as software customers **in the first ten months**
- **Increased leads by 40% (income by 25%)** in a travel & Leisure agency by **developing inbound marketing strategies**

EDUCATION & CERTIFICATIONS

IAE Nice – Université Cote d'Azur (Former University of Nice, Sophia Antipolis)

Doctorate of Business Administration (DBA)

Nice, France

09/2017 – 12/2020

- **Proposed six frameworks** on key behavioral competencies of consultants to face challenges in the consulting interventions
- **Entitled as "the most pragmatic dissertation of the year"** by the jury team

University of Southern Queensland (USQ)

Master of Business Administration (MBA)

Toowoomba, Australia

04/2009 – 10/2010

- **Top 5% of the class** in International Marketing & Strategy courses

The Islamic Azad University (top 5-ranked faculty for Economics Study in Iran)

Bachelor of Economics

Shiraz, Iran

09/1999 – 02/2004

- **The best in the class** for Micro/Macro Economics

AWARDS & ACCOMPLISHMENTS

SINO-EU Debate of 2019 – GDA, Paris Conference (Topic of debate: Globalization in the Digital Era)

Awarded as "THE BEST DEBATER" among four semi-final teams from China and France

06/2019

Toastmasters International – Division F Contest (Including 24 clubs in the South of France)

Awarded as "2nd Best English Evaluator" (Evaluating contestants' speech performance in the English Language)

03/2019

Languages: English- Business Fluent, French- Building working proficiency, Farsi (Persian)- Native

EXTRACURRICULAR ACTIVITIES

Toastmasters, Nice Club (Public speaking & Leadership) - V.P of Membership (2018-2019), V.P of P.R (2021-2022) 06/2018 – Present

MonacoTech - Mentoring the new startups & Training to get them ready for "Get In the ring" global pitch competition 11/2019

The first female keynote speaker in the "Elite managers" Seminar with over 300 managers at the National level 06/2014

Co-founded an N.G.O / Yoga Instructor- helping more than 200 **M.S. patients** cope with their illness better 02/2004 – 08/2006