



**Mobile(WhatsApp):**

Iraq : +964 777 3067836

Iran : +98 910 77 824 77

**E-Mail:** mirzargar@Yahoo.com

**LinkedIn:**

<https://www.linkedin.com/in/mohsen-mirzargar>

# Mohsen Mirzargar (Export Manager /BDM)

## Personal Skill

### Highlights

- Results-oriented
- Dynamic
- Complex problem solver
- Creative designer
- Team worker
- Innovative
- strategic thinker
- Strong decision maker
- Service-focused

## Languages

English: Advance (C1)

Arabic: upper Intermediate (B2)

Persian(Farsi): Native

## experienced Countries

- South Korea (LG Solar)
- U.A.E
- Oman
- Iraq
- Syria
- Turkey
- Azerbaijan
- Armenia
- Georgia

## Education

Master of Arts (M.A), Executive MBA - GPA: 17.3 / 20

2012 – 2014 Industrial Management Institute (Isfahan-Iran)

Bachelor of Science (BS), Electrical and Electronics Engineering

2003 – 2009 Azad University (Isfahan-Iran)

## Work Experience

DEEP understanding of MENA market and business culture with more than 12 years of experience in: Iraq, U.A.E, Oman, Syria, Iran.

1. Iraq country manager at

- Daewoo Electronic (Electrical Home appliance /S.Korea)

<https://daewooelectronics.com/>

- Tecno superiore (Electrical Home appliance / Italy)

<https://www.tecnosuperiore.com/>

January 2024 – Present, Baghdad – Iraq.

Key responsibility:

- **Sales Strategy Development:** Develop and implement effective sales strategies to achieve company sales targets.
- **Market Analysis:** Conduct thorough market research to identify new business opportunities, understand market trends, and gather competitive intelligence specific to MEA.
- **Distributor Management:** Develop and manage relationships with distributors to ensure effective sales and distribution of our intralogistics solutions.
- **Negotiation and Closing:** Lead contract negotiations and work closely with legal and financial teams to close deals.
- **Project Collaboration:** Collaborate with internal teams, including engineering, project management, and customer service, to ensure successful project implementation and customer satisfaction.
- **Sales Reporting:** Maintain accurate records of sales activities, pipeline status, and forecasts using CRM tools, and provide regular updates to senior management.

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## Work Experience

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### 3. Export Manager (MENA and CIS countries)

Golnoor Lighting Group (leading Lighting Manufacturer and solar industry in Middle east) :

<https://www.golnoor.com/en/>

March 2019 – November 2021, Isfahan-Iran

- Responsible for planning, executing, monitoring and directing marketing and sales performance.
- Planning and monitoring for Strategic marketing plans.
- Prospect sales opportunities for lighting export sales in MENA/CIS Market.
- Coordinate with overseas clients and manufactures in developing OEM/ODM business.

### 4. Business development Manager (Dubai-United Arab Emirates)

EverTrust Stone Company (Trading company for stone and building material in U.A.E)

<https://evertruststone.com/>

February 2022- July 2024, Dubai-United Arab Emirates

### 5. Marketing Lecturer:

at Isfahan chamber of commerce: <https://en.eccim.com>

September 2020 – Present

Lecturer at Isfahan chamber of commerce and institute (Business Schools) for following courses:  
International Marketing, International market research, Body language and Negotiation skills,  
Branding, Advertising, Consumer behavior.

### 6. Sales Engineering Manager

Golnoor Lighting Group (leading Lighting Manufacturer and solar industry in Middle east)

<https://www.golnoor.com/en/>

September 2012 – March 2019 - Isfahan-Iran

- Business development and Marketing research to develop the market Share of company.
- Identify potential clients, and the decision makers within the client and organization (B2B).
- Planning, take participate and managing Trade shows and exhibitions.



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## Skilled in Industries

- Lighting Industry (deep knowledge): LEDs
- Indoor and Outdoor Lighting
- Renewable energy (Solar Systems)
- Wire and Cable Industry
- Cooper and Aluminum industry
- Electrical home appliance
- FMCG industry: Food-Medicine
- Steel structure (Pole-towers)
- Oil and Gas: Explosion proof

## Software skills

- Microsoft Office tools
- Presentation software
- Dialux (lighting design)
- CRM

## Teaching Experience

**Export Marketing Lecturer:** September 2019 – Present

Isfahan Chamber of commerce : <https://en.eccim.com>  
Official consultant and lecturer for International market research  
And marketing course.

Borhan Business School : <https://borhanbs.ir>  
Isfahan Science and Technology Town (ISTT):  
<https://en.istt.ir>

Teaching Graduate (MBA and DBA) sales and Marketing courses:

Export principles – Market research  
Advanced Marketing Strategies – International Marketing  
Branding and Advertising  
Negotiation skills and Body language  
Consumer behavior and Communications

## Current Studies and courses

1. Digital consumer research and Marketing - Queen Mary University of London at <https://www.coursera.org>
2. International organization management – University of Geneva at <https://www.coursera.org>
3. International marketing and cross industry gross – Yonesi University (South Korea) at <https://www.coursera.org>
4. Setting up an export marketing strategy – International Trade Center at <https://learning.intracen.org>