# MOSTAFA SHENAVAEI
## BUSINESS-LINE MANAGER
I BUILD BRIDGES BETWEEN IDEAS AND REVENUE.

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## ABOUT ME

I work at the intersection of product, business, and execution.
Not because it's trendy — but because that's where things actually break.

Most of my experience comes from owning real outcomes: revenue, pricing, operations, and delivery.
When something didn't work, there was no one else to escalate to — I had to fix the system.

That's why I don't think in features or roadmaps first.
I think in constraints: money, people, scale, and failure points.

## CAREER JOURNEY

BSc Computer Science

Web Development Teacher

Network Administration

### CHAPTER 1 — THE TECHNICAL FOUNDATION
2014 — 2017 | Learning How Systems Work

I began with technology, studying Computer Science and Network Administration in New Zealand while teaching web development.
Teaching forced clarity and discipline — breaking complex systems into fundamentals.
This is where my systems-first mindset was formed.

Project Manager @ Xero

Sales @ NOVA Energy

Startup Experience (France)

### CHAPTER 2 — COMMERCIAL REALITY
2016 — 2020 | Markets, Customers, and Revenue

Moving into sales, project management, and startup environments across New Zealand and France,
I learned how products meet markets — and how decisions translate into revenue and customer trust.

This phase grounded my technical background in real business constraints.

11M+ Users

Product Ownership

12 Major Clients

### CHAPTER 3 — THE PRODUCT PIVOT
2020 — 2022 | Ownership and Scale

At DM360, I managed and grew 12 major clients.
At Badesaba, I evolved from Scrum Master to Product Owner for a platform serving 11M+ users.

Here, execution turned into ownership — with real scale and real accountability.

Business Line Manager

4 Ventures Founded

50% Growth

### CHAPTER 4 — LEADERSHIP & ENTREPRENEURSHIP
2022 — Present | Building Businesses, Not Just Products

Today, I lead business lines end to end at Eghamat24 — from strategy and supplier alignment to execution, pricing, and revenue.
I launched the company's first Flight + Hotel bundled service, opening a new revenue stream.

Alongside this, I build and operate my own ventures, owning both decisions and outcomes.

My focus: building scalable, revenue-driven systems that don't depend on constant oversight.

## CERTIFICATES

| | |
|---|---|
| 2022 | **SOFTWARE PRODUCT MANAGEMENT SPECIALIZATION**<br>*University of Alberta | Coursera* |
| 2021 | **AGILE TRANSFORMATION**<br>*Asad Safari | Scrum.ir* |

## EDUCATION

**SOFTWARE ENGINEERING**

Ferdowsi University Of Mashhad
2017 - 2022

**COMPUTER SCIENCE**

Victoria University Of Wellington
2015-2016

## TOOLS

Photoshop/ Illustrator/ Figma

Jira/ Confluence/ Clickup

Microsoft Office

Google Analytics

## SKILLS

Designing scalable pricing and revenue systems

Building operational workflows that survive growth

Translating business needs into executable product systems

Making decisions at the intersection of product, finance, and operations

Turning complexity into structured, manageable systems

## REFERENCE

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If you need someone who understands the problem deeply, makes hard decisions, and builds systems that scale — we should talk

For more information make sure you visit my site:
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