Mohammad Mahdi Kashef

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PERSONAL STATEMENT

Digital transformation leader, CIO and senior ICT manager, accomplished management consultant, strong business development professional with more than 20 years of experience in ICT related fields. An enthusiastic lecturer and instructor at universities, business schools and companies, and keynote speaker and panellist in ICT related events.

CIO / CDO of Entekhab investment group, Co-founder and Chief Digital Officer of Switch.ir (an on-line platform for dealing cars), founder of Panosa (digital transformation agent, ICT solution provider and Business Development consultant company), adjunct lecturer at Maastricht School of Management and lecturer at Mahan business school (MBA & DBA), lecturer at Industrial Management Institute of Iran with a Doctor of Philosophy (Ph.D.) focused on International IT Policy from Seoul National University.

WORK HISTORY

Entekhab group	CIO / CDO
Tehran, Isfahan 2021 Feb - Now One of the greatest holding companies in Iran with variety of brands, products and services (from electronics and home appliance (Daewoo, Snowa, Technogas, Haier, etc), petrochemical to agriculture)	Leading a variety of ICT solutions including but not limited to: SAP-ERP, BI, Dashboards, CRM etc. Leading the ICT department to adopt agile methodology Implementing ITIL, COBIT, and security standards for ICT departments in all of the holdings
Human company Isfahan 2021 Feb - Now IoT (Home platform) solution provider	**Board member** IoT and smart home business development advisor

Raimun software company Isfahan 2020 Jul - Now A software solution provider company	**Board member and ICT and business development advisor** Leading the transformation of the company to penetrate international markets Leading the company to adopt agile methodology
Entekhab group Tehran, Isfahan 2020 - 2020 Feb One of the greatest holding companies in Iran with variety of brands, products and services (from electronics and home appliance (Daewoo, Snowa, Technogas, Haier, etc), petrochemical to agriculture)	**ICT and digital transformation advisor** Leading a variety of ICT solutions including but not limited to: SAP-ERP, BI, Dashboards, CRM etc. Advisor to the "advanced R&D committee" working on IoT, smart appliances and connected devices. Leading the ICT department to adopt agile methodology Implementing ITIL, COBIT, and security standards for ICT department
SWITCH.IR Tehran 2018-2020 Feb An innovative online platform for dealing cars including inspection, second-hand car pricing, brokering etc	**Co-founder, CDO and CIO** Leading the digital transformation in a traditionally "car trading company" to an online platform: • Designing the new customer experience • Redefining the business processes • Development of the business model • Implementation of the transformation project Project manager of smart pricing system (AI-based system for estimation of the second-hand car price) Advisor to the digital marketing department of the company
PANOSA Tehran 2018-2020 Feb ➢ Digital transformation agent ➢ Digital solution provider	**Co-founder and chairman** Established the start-up to manage "Digital transformation projects"; from "Training & empowering human resources" to "Consultation and implementation projects" for customer companies. Total Solution provider for variety of companies such as "switch.ir" and "cinematicket.org" (the biggest online cinema ticketing system in Iran) etc

ICCIMA Tehran 2017-2018 Iran Chamber of Commerce, Industries, Mines and Agriculture	**ICT manager** • Representative of ICCIMA to PAA (Pan-Asian E-Commerce Alliance) • Representative of ICCIMA to International Certificate of Origin (ICO) Council (eCO project) • Representative of ICCIMA to The 8th Asia-Pacific Trade Facilitation Forum (APTFF) of UNESCAP • Initiating and managing the "paperless trade facilitation" (collaboration of ICCIMA with Customs and ministry of finance) • Initiating, international negotiation and managing the "Iran-Turkey certificate of origin exchange project" • Initiating, international negotiation and managing the "Iran- Korea certificate of origin exchange project"
ICCIMA 2015-2017	**ICT R&D manager** • Initiating and managing the "national commercial data warehouse project" (collaboration of ICCIMA with Customs and ministry of finance) • Initiating and managing ICCIMA mobile application project • Initiating and managing B2B platform to support incoming and outgoing business delegations
EASI-Clouds (EU project) 2011-2013	**Researcher** • Research and development for economic aspects of Cloud computing • Preparation for project meeting presentation • Publishing the results as academic papers
ICCIMA 2008-2010	**ICT manager** • Planning for the development of ICT in the organization • Staffing the proper people • Initiating the national project: "Smart commercial Card" • Planning and designing "Web portal" for the national chamber • Leading the organization to utilize ICT and be a "paperless organization"

TEACHING HISTORY

Mahan group (education, research and management consulting) Tehran 2021 Apr - Now	**Chairman of the Scientific Committee for Digital transformation**
French Foundation for Management Education (FNEGE) Paris 2021 May - Now	**Adjunct lecturer, dissertation advisor** Digital transformation and organizational innovation course
Maastricht School of management Maastricht 2019 - Now	**Adjunct lecturer, dissertation advisor** Digital transformation course
Mahan Business School Tehran 2019 - Now	**Lecturer and dissertation advisor** Digital transformation, ICT fundamentals, e-commerce, Digital strategy, IT governance courses
Industrial Management Institute Tehran 2016 - Now	**Lecturer and dissertation advisor** Digital transformation, e-commerce courses

QUALIFICATIONS

Seoul National University Seoul 2010-2017	**PhD** International IT Policy	Decision Support Tool for IoT Service Providers Cost-Performance Optimization for IoT-based Sensor-Actor Systems
Allameh Tabatabaee University Tehran 2005-2008	**MS** IT management	Knowledge management for IT teams

Shahid Beheshty University   **Bachelor of Engineering**

Tehran   Software engineering
1998-2005

Shahid Beheshty University   **Bachelor of Engineering**

Tehran   Software engineering

COMMUNITY AND VOLUNTEER EXPERIENCE

KICEA Seoul Jan 2013- Dec 2018	**Founder and chairman** • Establishing a multi-culture NGO for cultural exchange for migrants from middle east to South Korea. • Manage and involved in charity activities e.g. organizing blood donation, serving orphanage houses and nursing homes
Orphanage charity organization (Saleh charity org) Tehran 2005-present	**Volunteer member and doner**