Reza **Bakhtiary**

Business Development Executive | Product Development Manager

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SUMMARY

Tech-savvy business professional with 6+ years of experience in business development and software product management, resulting from working with a diverse group of start-ups and SMEs across a wide range of industries in **the UK and Middle Eastern countries**. Developing about **70+ business plans and pitch decks** with an almost **90% success rate**, **leading the development of around 10+ IT projects** and **executing countless marketing campaigns.** Currently **seeking to utilise and build upon my existing skill set for a position abroad** where I can use my skills to deliver results and provide solutions.

- Champion in operational excellence and business planning.
- Keen understanding of establishing, expanding, and funding start-ups in the UK.
- Possess a wealth of experience in the SaaS space and in managing software products.
- Proficient in delivering and designing compelling sales and marketing assets.
- Experienced in managing cross-functional junior teams across multiple departments.

EXPERIENCE

Business Development Consultant - Head of Middle East Desk   Apr 2018 – Dec 2022

B&F Services Ltd., London, UK • Remote | bandfbusinessplans.co.uk, bfsc.co.uk

- Spearheaded business development operations in the MENA region and built a partnership network of 50+ consultancy, immigration, and law firms across seven countries.
- Developed 40+ business plans across 10+ industries (Incl. hospitality, fintech, healthcare, entertainment, e-commerce, energy, construction, etc.) for fundraising and UK Tier 1 visa
- Created 30+ start-up and investment decks which raised £5m+ in funding.
- Directed and trained a remote cross-functional UK-based junior team of 10+ people across marketing, sales & business development departments.
- Served as the company's primary sales rep; grew sales by 200% in the first 4 months for the first time in 2 years.
- Held 500+ funding and Tier 1 visa consultation sessions for UK-based and international entrepreneurs.
- Successfully held online workshop sessions for Middle Eastern consultancy, immigration, and law firms to highlight UK investment opportunities, which led to a 30% surge in partner referrals.
- Streamlined company business process using CRM by implementing automated workflows, leading to a 30% labour work reduction and a 25% decrease in client closure time.
- Refined Google Ads strategy; enhanced clicks by 500%, impressions by 300%, and conversions by 200%.
- Improved lead generation by 25% by implementing a self-service and interactive live chatbot.

Lead Product Development Manager   Apr 2020 – Mar 2022

Smarty Software Ltd., London, UK • Remote | smartystudio.co.uk, smartysoftware.net

- Managed the acquisition of new customers and maintained existing customer relationships.
- Partnered with 30+ UK accelerators and incubators to provide IT solutions to early-stage tech start-ups.
- Conducted detailed market research to identify market gaps and understand product requirements.

- Refined the products' roadmaps and prioritised tasks based on business objectives and market conditions.
- Modified software products based on working team and end-user feedback and market trends.
- Produced software concepts, definitions, and development plans.
- Communicated with the programming team in visualising and designing software UI/UX.
- Defined, monitored, and reported products' key performance indicators.
- Reduced signup drop-offs from 50% to 20% and increased user engagement by 75% by analysing users' behaviour using tools such as Google Analytics, Hotjar and UXcam.
- Worked towards supplying UK public sector (Incl. NHS, MOD, etc.) with IT, software, web design and development services via directing company participation in 50+ UK public procurements.

Product Manager – Smarty CRM   Jan 2019 – Mar 2020
Smarty Software Ltd., London, UK • Remote | smartysoftware.net

- Led the development of a newly improved CRM system; planned, supervised, and coordinated the programming team's tasks across all functional platforms.
- Diagnosed software bugs across all platforms and presented bug analysis reports; reduced errors by 75%.
- Organised product releases across all platforms and successfully launched promotional campaigns via online & offline marketing channels such as social media, email campaigns and WOM.
- Assessed product features and performance against direct competitors.
- Identified potential vital strategic partners and established effective partnerships with consultancy firms and CRM wholesalers across the UK.
- Communicated with clients and partners to understand and address software usability problems.
- Ensured that new users grew into a loyal customer base by implementing effective SaaS onboarding processes.
- Prepared and presented product launch and marketing papers to c-suite executives.
- Created software help documentation, promotional landing pages and technical web content.
- Held 100+ online CRM system demonstrations, training workshops, and educational webinars for staff, customers, and partners.

Sales and Marketing Associate   Nov 2017 – Mar 2018
B&F Services Ltd., London, UK • Remote | bandfbusinessplans.co.uk, bfsc.co.uk

- Increased social media and business directories' organic lead generation rate by 30% within the first month.
- Cold-marketed 200+ prospective customers (B2C) via call, emailing and messaging.
- Wrote blog articles and drafted web content and marketing materials such as press releases, slide presentations, brochures, and educational video content.
- Launch, optimise and scale campaigns on Facebook, Google, and other mobile ad networks.
- Generated targeted B2B leads to assist the sales team based on industry and location.
- Provided full-lifecycle customer service and retained existing customers.
- Updated CRM database with sales information and established customer accounts.
- Performed market research, marketing plans and competitor analyses.
- Completed a full CRM product analysis by reviewing 11+ SaaS CRM systems to assist in developing a new in-house customer relationship management software incl. Salesforce, HubSpot, Pipedrive, etc.
- Coordinated London head office technical queries with Isfahan's back-office IT department.

Digital Marketing Specialist   Sep 2016 – Oct 2017
Self-Employed, Isfahan, Iran • Hybrid

- Ran social media channels for 10+ local brick-and-mortar businesses (incl. electronics retail stores, Travel and Tourism agencies, etc.), resulting in a 500% average boost in reach and engagements.

- Augmented online marketing strategies by executing the latest digital marketing techniques, including influencer marketing, content marketing, email, search engine optimisation (SEO), pay-per-click (PPC), affiliate, etc.
- Formatted and published social media content on multiple platforms, enhanced followers by 300%.
- Designed, administered, and maintained corporate and e-commerce WordPress websites.
- Advised business owners about digital marketing advantages over traditional marketing.

EDUCATION & COURSES

Mini-MBA Online Certificate Course   Feb 2022 – Apr 2022
International Business Management Institute, Berlin, Germany • Remote

Bachelor of Electrical Engineering - Electronics   Feb 2013 – Nov 2016
Islamic Azad University, Isfahan (Khorasgan) Branch, Iran • On-site

SKILLS

Business Planning – over 90% of business plans written successfully secured funds/Tier 1 visas.
Product Development – acquired through managing the entire software lifecycle from inception to launch.
Digital Marketing – skilled in utilising online channels to promote, advertise and sell goods and services.
Sales Management – B2B and B2C sales experience in selling software products and consultation services.

B2B Networking	**Data Analysis**	**CRM Proficiency**
Market Research	**Strategic Planning**	**Email Marketing**
Pitch Deck Development	**A/B Testing**	**Content Marketing**
Project Management	**Workflow Automation**	**Copywriting/Asset Design**

LANGUAGES

English	●●●●●	**German**	●●○○○	**Persian**	●●●●●

SOFTWARES

MS Word | PowerPoint | Excel	●●●●●	**Salesforce, HubSpot, Pipedrive**	●●●●○
Google Workspace (G Suite)	●●●●●	**Canva**	●●●●●
Adobe Photoshop | InDesign	●●●○○	**Google Ads | Analytics**	●●●○○

CERTIFICATIONS & AWARDS

2022	IELTS General Training Band 8.0 Certification
2022	IELTS Academic Training Band 8.0 Certification
2022	Google Analytics Certification
2021	Google Ads Search Certification
2021	Google Shopping ads Certification
2021	Google Fundamentals of Digital Marketing Certification
2019	Award for excellence in SME business funding services
2017	KNX Basic Course Partner Certificate
2015	Euro Science Certificate
2013	Microsoft Certified IT Professional (MCITP)