Navid Behrangi

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Strategic Product Leader with a strong track record in end-to-end ownership of critical initiatives, driving product innovation and business growth. Proven ability to lead strategic transformations and scale high-impact products in fast-paced, high-growth environments. Skilled at enhancing product features and market positioning, delivering measurable revenue growth and increased customer trust. Passionate about fast-evolving technologies—including FinTech, AI, and blockchain—and focused on creating user-centric solutions that drive long-term success.

EXPERIENCE

ZarinPal | Group Product Manager
Feb 2023 — Jul 2024, Tehran, Iran
FinTech Company

- **Led the product vision and roadmap**, ensuring alignment with **business objectives**, **market trends**, and **key customer needs**. By driving the development and launch of an **integrated suite of products**—including **SSO**, **AI-based KYC systems**, **customer support platforms**, **marketing automation tools**, and more—through robust **stakeholder management** and **cross-functional collaboration**, achieved significant results.
  These efforts **reduced the time to obtain a payment gateway (IPG) by 60%** and **decreased** the **churn rate by 20%**. Additionally, they **significantly improved operational efficiency** and strengthened the **integration of subsidiary companies** within the ZarinPal ecosystem.

- **Proactively set and tracked OKRs** and **KPIs** for various products, played a central role in **strategic planning,** and made significant **contributions to the marketing of these products**, aligning them with the company's long-term objectives.

- Led the **automation of the Enamad certification** process, which significantly **increased revenue and reduced business legal risks by 80%**, thereby **improving regulatory compliance** and making the allocation of online payment gateways **easier and faster**.

- **Led a comprehensive transformation of the technical and product teams** through effective stakeholder management and fostering cross-functional collaboration, improving **hiring practices, employee evaluations, development processes, and compensation structures**, which significantly boosted team performance and morale.

- Redefined key product features, **improving the IPG payment success rate**, enhancing **transaction reliability, and building customer trust**—crucial for maintaining a competitive edge in financial technology.

- **Implemented monitoring protocols** for services and microservices, **substantially enhancing system reliability and operational oversight**.

- Played a key role in the rebranding project, collaborating closely with PR, design, marketing, and executive teams to ensure alignment between corporate vision and brand identity.

ArvanCloud | Senior Product Manager
May 2022 — Jan 2023, Tehran, Iran
Cloud Services Provider

- Spearheaded customer interviews to directly inform product enhancements and market positioning, leading to a more user-centric product roadmap.
- **Redesigned the marketplace strategy**, significantly **enhancing the platform's user journey** and resulting in a **50% growth in partner engagement**.
- Developed and launched a dynamic landing page and form builder, facilitating tailored partner onboarding and engagement.

ArvanCloud | Business Partnership Development Manager
Nov 2021 — May 2022, Tehran, Iran
Cloud Services Provider

- Drove strategic partnerships and M&A activities, expanding service offerings and entering new markets, resulting in a **200% increase in revenue from partner products**.
- **Implemented BI dashboards** for real-time product and partnership performance monitoring, optimizing strategic decision-making.
- **Innovated a new delivery methodology** leveraging ArvanCloud's existing product capabilities, **enhancing solution offerings in big data and machine learning**.

Virgool | Senior Product Manager
Nov 2020 — Oct 2021, Isfahan & Tehran, Iran
online publishing platform in Persian similar to Medium

- Led the **development and launch of three new revenue streams** (**Boost Posts**, **Ads**, and **Enterprise Services**), helping to diversify and strengthen the platform's financial stability.
- **Continuous improvements** of the **user journey** for key **revenue-generating products (Boost Posts and Ads),** resulting in a greatly **improved user experience**, **engagement**, and **revenue.**
- **Created management dashboards** with Metabase to support **data-driven decisions across the company**.
- Executed strategic marketing initiatives to **promote Virgool's services** to **businesses and general authors**, significantly increasing platform awareness, revenue and usage.
- **Achieved a ~300% increase in revenue** by aligning product strategy with innovative marketing efforts.

Rooydad.tv | Co-founder & Product Manager

Sep 2016 — Mar 2021, Isfahan & Tehran, Iran

Live Streaming and Video Conferencing Service similar to Zoom

- As a co-founder, Product Manager, and key investor, I led the platform's launch, **team recruitment, and development strategy**, establishing a solid foundation for business growth.
- led the **product roadmap**, **improving customer engagement** and **operations**, which helped the platform **meet market needs and increase user satisfaction**.
- Managed financial and legal frameworks, ensuring sustainable business operations.
- **Generated ~20 billion Tomans in revenue over 5 years** by leading and innovating products aligned with market needs.

Yarakar | Co-founder & Product Manager

Jun 2014 — Sep 2017, Isfahan, Iran

HRM and professional social network similar to LinkedIn

- Orchestrated the launch and growth of Yarakar, from founding and securing investments to **driving product strategy and development**.
- Built and **led a high-performance team**, fostering a culture of innovation and collaboration.
- Executed strategic initiatives, including community building and an impactful unveiling event, directly contributing to the platform's success.
- **Achieved 80,000 Monthly Active Users (MAU)**, demonstrating significant user engagement and market acceptance.

Asre Bode Chaharom | Co-founder & CEO

Sep 2010 — Dec 2013, Isfahan, Iran

special-Purposes Office and industrial Automation Systems

- Founded and spearheaded a company specializing in office and industrial automation software and tracking systems, utilizing RFID technology for comprehensive asset tracking.
- Assembled and led a multidisciplinary team, establishing effective internal processes that streamlined collaboration and product development.
- **Signed contracts with two major clients**, **Mohsen Food Industries** and **Sayeh Gostar Company**, by leveraging strong negotiation skills and delivering tailored automation solutions that enhanced client operations.
- Directed the strategic design, development, and deployment of specialized software that **improved clients' workflow efficiency and asset management**.
- Oversaw financial and legal structuring, ensuring sustainable growth through careful resource allocation and compliance.

SKILLS

Product Management, Strategic Planning, End-to-End Product Ownership, Cross-functional Team Leadership, Customer-Centric Innovation, Data-Driven Decision Making, Scaling High-Impact Products, Technical Insight

EDUCATION

Bachelor's Degree in Computer Software Engineering

2012 – 2016 | Islamic Azad University of Isfahan

TRAINING

Product Management Foundations

July 2023 | Reforge

Product Masterclass: How to Build Digital Products

May 2020 | Product School

Agile Product Development

Apr 2018 | Nouava

Product Management course

Dec 2022 | Bozhan School

Product Management Bootcamp

Aug 2019 – Sep 2019 | CafeBazaar

Scrum Master Training

Sep 2015 | Iran Scrum Institute

VOLUNTEER EXPERIENCE

Open source Persian Calendar Model for Metabase

Jan 2025 | Github | Adding Persian date support to reports in Metabase

Workshop Leader – Business Model and BMC Workshop

Oct 2015 | Shahrekord University | Teaching business modeling concepts

Event Organizer – Isfahan Hamfekr

Oct 2013 – Aug 2016 | Growing Isfahan's startup community

Event Organizer – First Isfahan Startup Weekend

Aug 2013 | Isfahan, Iran | Boosting entrepreneurship