

Azadeh Sharifi

Executive & Business Development Manager | Specialist in Planning, Finance, and Economic Systems Design

RAFSANJAN, IRAN

RAHA.SH91@GMAIL.COM

Executive Summary

Executive and Business Development Manager with over **17 years of experience** in management, planning and control, accounting and finance, organizational restructuring, and process design. The value offered to organizations, investors, and business partners lies in transforming complex challenges into clear executive frameworks, enhancing decision-making quality, and creating a bridge between managerial discipline, economic understanding, and systems thinking.

Throughout a diverse professional career, experience across various executive, financial, and developmental roles has shaped an approach that goes beyond surface-level events — focusing instead on structural roots, decision quality, and the feasibility of sustainable growth.

Current focus is on developing projects and frameworks that bring together economics, decision-making, systems thinking, and emerging technologies — with the goal of making managerial, economic, and investment decisions more precise, informed, and sustainable.

17+

Years of Professional Experience

4

Active Independent Projects

1

International Publication

Executive Highlights

Multifaceted Experience

Over 17 years of professional experience in executive management, planning and control, accounting and finance, organizational restructuring, and structural design.

Bridging Execution and Analysis

Track record of simultaneous engagement across operational, financial, and business development domains; with the ability to connect executive perspective with economic analysis.

Independent Project Development

Experience developing independent ideas and projects in the areas of economics, systems, decision-making, education, and financial markets.

International Research

Research background including oral presentation of a scientific paper at the International Conference on Management, Accounting, and Economic Sciences on Kish Island.

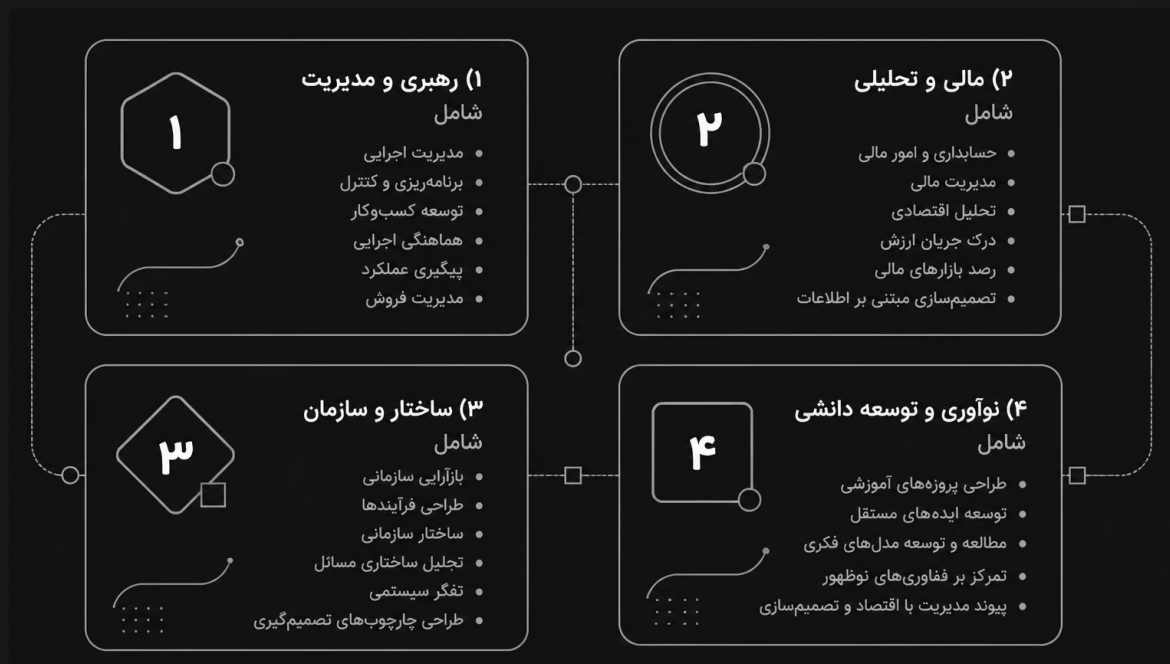
Systems Thinking

Professional approach grounded in systems thinking, root-cause analysis of complex issues, and the design of reliable growth pathways.

Specialized Training

Background in teaching and professional certifications in sales management, financial management, cognitive psychology, and organizational development.

Core Competencies



Professional Experience

Executive Management, Planning & Control

2008 – 2021

Sustained professional engagement focused on structuring execution, tracking plan fulfillment, coordinating activities, and supporting managerial decisions. Strengthened the ability to work in multi-functional environments and engage closely with challenges of growth, change, and decision-making.

Organizational Restructuring, Process & Structure Design

2008 – 2021

Experience in reviewing processes, structures, and operational patterns to enhance coherence, clarity of roles, decision effectiveness, and sustainable growth. Grounded in the principle that many organizational issues stem from structural design.

1

2

Accounting & Financial Affairs

2008 – 2021

Work grounded in an approach that goes beyond recording and control — leveraging financial information to support analysis, evaluation, prioritization, and decision-making. Developed an applied economic perspective and attention to the relationship between resources, performance, and value creation.

3

4

Independent Activities & Project Development

2019 – 2026

Design of educational projects, activity in financial markets, and study and development of mental models related to systems and decision-making. A phase of deeper focus on building conceptual and applied frameworks for economics, analysis, and sustainable growth.

Selected Projects



EMPY

Bridging economics, systems thinking, decision-making, and emerging technologies. Three pillars: simplifying economics, enabling smarter decisions, and developing a systemic perspective — with the goal of producing understandable and practical frameworks for managers and economic practitioners.



EcoYab

Economic monitoring and analysis aimed at transforming information and data into actionable insights for decision-making. Focused on closing the gap between economic understanding and the real-world needs of analysis and action.



Holda

A practical approach to financial and asset management, focused on financial discipline, a deeper understanding of value flow, and improving the quality of financial choices at both the individual and managerial levels.



Crin

Developing knowledge and analysis of financial markets to strengthen economic literacy, sharpen analytical thinking, and support more informed decision-making in high-ambiguity environments.

Research, Education & Certifications

Research & Publications

The Role of Brand Equity on Successful Companies
The Role of Brand Equity on Successful Companies

International Conference on Management, Accounting and Economic Sciences — Kish Island

- Presentation type: Oral presentation
- Article code: KL951002142
- Date: May 28, 2015
- Co-authors: Seyed Mohammadreza Hosseini Pour, Azadeh Sharifi

Education

- Bachelor's Degree in Accounting
- Master's Degree in Executive Management (EMBA)

Certifications & Professional Training

01

Sales Management

Vidan Institute — Certified

02

Sales Leadership

Swiss School of Higher Education

03

Cognitive Psychology

Specialized certification holder

04

Business & Organizational Development

Barsa Institute — Certified

05

Continuing Studies

Systems thinking, economics, financial markets, organizational design, decision-making, and emerging technologies

Honors, Languages & Distinctions

Honors & Distinctions

1

International Oral Presentation

Acceptance and oral presentation of a scientific paper at the International Conference on Management, Accounting and Economic Sciences, Kish Island — 2015

2

Selected Paper

Recorded in academic credentials as a selected paper in the field of financial management, Kish — 2014 to 2015

Languages

&

Persian

Native language

📖

English

Proficient in specialized management and business texts

Professional Philosophy & Vision

My professional belief is that behind every sustainable growth, there is a structure that has been able to redesign itself for the future.

Throughout my career, I have consistently sought to bridge executive discipline, financial understanding, economic analysis, and systems thinking — because organizations and meaningful projects reach maturity only when decisions are not merely fast, but precise, structured, and forward-looking.

1

Management
Executive discipline and coordination

2

Economics
Financial understanding and analysis

3

Technology
Emerging tools and innovation

4

Learning
Sustainable and continuous growth

My professional vision is to develop frameworks and projects that can elevate the quality of decision-making in individuals, organizations, and businesses — and to create a practical and sustainable connection among management, economics, technology, and continuous learning.