



# Morteza Pourhossein

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## SUMMARY

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- Profile: Male , 35 , Married
- Nationality: Iran
- Current Location: Iran, Tehran
- Current Position: Brand & Advertising Senior Expert
- Company: MCI (Hamrah Aval)
- Preferred Location: Tehran , Outside of Iran , Iran , Iran
- Military Service: Completed
- Salary expectation: 200000000 IRR , Per month

## WORK EXPERIENCE

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Apr 2019 -

**MCI (Hamrah Aval)**  
*Brand & Advertising Senior Expert*

**Iran, Tehran**

Campaign Manager (ATL & BTL)

Mobile Telecommunication Company of Iran (MCI) also known under its brand name Hamrahe Aval is the first and largest mobile operator in Iran. MCI is a subsidiary of the Telecommunication Company of Iran with approximately 18 million postpaid and 49.4 million prepaid subscribers. Hamrahe Aval's service is available in 1,239 cities and over 70,000 kilometers of highway in Iran. It provides roaming services via 270 partner operators in 112 countries. In December 2010, 5.5% of the MCI shares were offered on the Iranian over-the-counter market (Farabourse), at a value of \$396 million which was the largest IPO-to-date in the Iranian OTC equity market. In August 2013, the company moved from the OTC to the Tehran Stock Exchange main board. Market value of the company in march 2017 was \$ 4,326 million

Oct 2018 - Jan 2019

**Datis Holding**  
*Marketing Director*

**Iran, Tehran**

#Datis Holding (12 companies)

Automotive industry (Volvo & BMW)

Bike industry (Bottecchia - Leaos)

Automotive parts industry (Millers oil - Takumi oil - Intact)

(www.datisworldwide.com)

- Manage Marketing team (5 member)
- Planning annual Marketing plan
- Media management (ATL, BTL, TTL)
- Strategic functions of sales & marketing
- Managing PR, Digital and direct marketing projects in each company
- Report to CEO

Jul 2016 - Sep 2018

**Persia Khodro (BMW and MINI Sales & Service)**  
*PR & Marketing manager*

**Iran, Tehran**

#Persia Khodro (BMW & MINI Sales and Service in Iran)

- Budgeting
- Pricing
- Planning Annual marketing plan according BMW & MINI guidelines
- Planning advertising, POSM, events and PR action plan
- Media planning (ATL, BTL, TTL)
- Team Organize in all marketing projects
- Handle all marketing requirement for 30 dealership across the country
- Manage and evaluate all Corporate Social Responsibility
- Manage PR activities (Press relation, news, media relation,etc) and event management
- Report to CEO (Iran) and head office in Germany

Jul 2015 - Jul 2016

**Vista Best**  
*Marketing Manager*

**Iran, Tehran**

#Vista Best (UPVC production - Construction industry)

- Budgeting
- Pricing
- Planning Annual marketing plan
- Planning advertising, POSM, events and PR action plan and market research
- Media planning (ATL, BTL, TTL)
- corporate Ads Agency for nationwide campaigns
- Team Organize in all marketing projects
- Handle all marketing requirement for 286 dealership across the country

- Manage and evaluate all Corporate Social Responsibility
- Manage PR activities (Press relation, news, media relation,etc) and event management
- Report to CEO

Apr 2015 - Apr 2016 **Marvay Marketing Agency** **Iran, Tehran**  
*Brand manager*

Marketing - Branding - CRM - Creative team management (Advertising agency)

Jun 2012 - Apr 2015 **4th dimension design center** **Iran, Tehran**  
*Executive Manager*

Planning - marketing - CRM - Branding (TV studio design - Construction industry)

Aug 2010 - May 2012 **Solico Group (Kalleh)** **Iran, Mazandaran, Amol**  
*Product Manager*

Marketing - R&D - Sales - CRM - Branding (FMCG - Food Industry)

## EDUCATION

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- **Shomal University** **Iran, 01212203710**  
*-Engineering (Industrial) - Bachelor(BSc/BA)*

## SKILLS

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<i>Marketing</i>	<b>Expert</b>
<i>CRM</i>	<b>Expert</b>
<i>Advertising</i>	<b>Expert</b>
<i>PR</i>	<b>Expert</b>
<i>Market research</i>	<b>Expert</b>
<i>Decision making</i>	<b>Expert</b>

## LANGUAGES

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- **English** I can speak fluently without any problems

## CERTIFICATES

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2017	<b>Tehran University</b> <i>Marketing</i>
2011	<b>Touv</b> <i>EFQM</i>
2010	<b>Touv</b> <i>ISO 9001</i>

## COMMENTS

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Main publications : 1. Applying VIKOR, TOPSIS and SAW in Fuzzy Environment for Ranking Suppliers in Supply Chain, Hasanali Aghajani, Maedeh Sedaghat, Hadi Dargahi, Morteza Pourhossein, American Journal of Scientific Research, ISSN 1450-223X, Issue 48 (2012), pp. 10-19. 2. Decision making on advertisement strategy selection based on Life cycle of products by applying FAHP and TOPSIS GREY: Growth Stage Perspective, Sarfaraz Hashemkhani Zolfani, Nahid Rezaeiniya, Morteza Pourhossein, Kazimieras Zavadskas, Journal of Engineering Economics, Vol 23, No 5, (2012), pp.471-484. 3. Selecting useful advertising methods in food product life Cycle, Abdolhamid Safaei Ghadikolaei, Morteza Pourhossein, 22nd International Conference on Flexible Automation and Intelligent Manufacturing (FAIM2012), June 10th-13th 2012, 499- 506, Helsinki, Finland. 4. Performance Evaluation of Banks using Fuzzy AHP and TOPSIS, Case study: State-owned Banks, Partially Private and Private Banks in Iran, Mahrooz Amile, Maedeh Sedaghat, Morteza Pourhossein, Caspian Journal of Applied Sciences Research (CJASR), ISSN 2251-9114, 2013, Vol 2, Issu3, P 128- 138. 5. Evaluating construction projects of hotels based on environmental sustainability with MCDM framework, Alexandria Engineering Journal, <http://dx.doi.org/10.1016/j.ac.2016.11.002>