



**Milad Maddah**  
**Product-Led Business Development**  
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## About Me

Strategic and result-oriented professional with over 3 years of experience in Product Management and Business Growth. Proven track record in architecting high-leverage partnerships, optimizing unit economics, and leading cross-functional teams to drive scalable business outcomes. Expert in bridging the gap between technical product roadmaps and long-term business goals.

## Experience



**Product-Led Business Development**  
 Tapsi Food Nov 2023 – Present · 2y & 10 mos 📍 Tehran

In this dual-impact role, I orchestrated the strategic growth of the platform by managing the partnership ecosystem and optimizing the product's financial performance through data-driven decision-making:

- **Strategic Partnership Ecosystem & Negotiation:** Managed the end-to-end lifecycle of third-party collaborations, from technical due diligence to high-stakes commercial negotiations, such as securing new map and SMS providers which resulted in a 7% reduction in infrastructure overheads.
- **Revenue Engineering & Unit Economics:** Directed FP&A and cost estimation for tech and product teams, leading to a restructured delivery payout model that shifted from fixed to performance-based, achieving a 11% reduction in Cost per Delivery (CPD).
- **Contractual Strategy & Risk Management:** Led the review and alignment of commercial contracts with product roadmaps, negotiating enhanced Service Level Agreements (SLAs) for payment and POS integrations that secured operational cash flow stability.
- **Product-Led Growth & Integration:** Spearheaded high-leverage integrations with major restaurant chain POS systems, successfully reducing partner onboarding time.
- **Operational Efficiency & Technical Optimization:** Optimized marketing and tech spend by identifying underutilized third-party tools and replacing them with other solutions, saving of millions.



**Associate Product Manager**  
 Toogeder App (Freelance Project) Aug 2023 – oct 2023 · 3 mos 📍 Tehran

At Toogeder, a social platform focused on authentic event-based connections, I helped shape the product experience and drive execution across core features. Key contributions included:

- Defined user flows for event creation and participation to ensure clarity and usability.
- Introduced event creator verification to enhance trust and prevent misuse.
- Facilitated collaboration between design and engineering to align on product vision.
- Translated business needs into actionable product requirements.



**Project Manager**  
 New world (Freelance Project) May 2023 – Jul 2023 · 3 mos 📍 Tehran

At New World, a gaming platform merging entertainment with decentralized technologies, I led a cross-functional product initiative focused on secure, transparent, and rewarding user experiences. Key contributions included:

- Managed project timelines, deliverables, and stakeholder communications.
- Facilitated sprint planning and milestone tracking for timely execution.
- Resolved cross-team dependencies to maintain momentum.
- Led alignment sessions to clarify scope and success metrics.
- Implemented structured reporting to enhance transparency and accountability.



**Associate Product Manager**  
 Tether Land Feb 2023 – Jul 2023 · 6 mos 📍 Tehran

Tetherland is a leading crypto exchange platform in Iran, offering secure and user-friendly services for trading and managing digital assets.

As Associate Product Manager, I led the product development of "Ghalak", a staking feature that allows users to lock their crypto assets for fixed or flexible durations and earn network rewards.

- Designed and launched the staking flow, including pre-staking financial calculations and post-staking reward distribution
- Collaborated with engineering and finance teams to ensure accurate reward calculations and timely payouts
- Led product initiatives around KYC (Know Your Customer), focusing on accessibility and operational efficiency
- Implemented a tiered KYC system, enabling basic purchases before full verification

Tetherland is committed to making crypto accessible, secure, and inclusive for all users, with a strong focus on innovation and compliance.



**Graphic Designer**  
 Tether Land Feb 2022 – Jan 2023 · 1 yr 📍 Tehran

As Graphic Designer at Tetherland, I contributed to the brand's visual identity and marketing efforts through creative design and campaign execution.



**Graphic Designer and Social media manager**  
 Up Aug 2021 – Jan 2022 · 6 mos 📍 Tehran

Skills: Adobe Illustrator · Adobe Photoshop · Figma



**Product Designer**  
 Perla Feb 2021 – Jul 2021 · 6 mos 📍 Tehran

- Product packaging design, modeling and mockup packaging design, product shelf design
- Product shelf design



**Establisher**  
 Venedik Jan 2020 – Dec 2020 · 6 mos 📍 Tehran

- Communicating with designers and developer
- Launch new and improved integrations, test their performance, and iterate quickly
- Suggesting product lists and creative ideas to enhance product visibility and sales.
- Analyze customer needs and behavior to extract trends and insights.

## Skills

Hard Skills	Soft Skills	AI Skills
Data-Driven Decision Making	Strategic Thinking	MVP Development
SQL and Analytics Tools	Problem Solving	Market Analysis
Data Analysis and Metrics	Strong Communication Skills	Feasibility Analysis
Stakeholder Management	Cross-Functional Collaboration	Education
product lifecycle	Adaptability & Fast Learning	Iran University of Science and Technology
lean development	Contract Negotiation and Review	Product Design
Technical Knowledge	Third-Party Evaluation	2017 - 2021