

# Mehdi Goodarzi

## Senior Digital innovation & Product Transformation Executive

Smart technology entrepreneur, with time in e-commerce startup and history of building new digital business units inside large companies around the globe. I am passionate about helping companies innovate and digitally transform their products and services to become the disruptors of their industries.

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## SKILLS

Growth Strategy

Go-To-Market Strategy

Partner Ecosystem Development

Product Management

Executive Communication

Business and Operating Transformation

Product Innovation

Engineering Management

Technology and Solution Architecture

Customer Experience

Technology Due Diligence

Corporate Strategy

## WORK EXPERIENCE

### Cofounder and CEO

#### Markit.place

12/2019 - Present

San Francisco

Markit.place, is an SaaS solution revolutionizing social commerce with blockchain, enabling enterprises to monetize their assets (content, fanbase and influence) in one place, compensating all involved parties fairly and transparently. The omni-channel platform promotes affiliate sales in collaboration with top retail channels to increase discoverability of products leveraging content.

#### Achievements/Tasks

- Built the first media content monetization platform on blockchain
- Developed more than 350 APIs to support commerce, retails, brands, payment, advanced analytics and content creator platforms
- Forged partnership with Stanford, Walmart, NRF, CAA and GBG groups

Contact : <http://Markit.place>

### Managing Director, Accenture Strategy CEO and Enterprise Office

#### Accenture USA

05/2018 - Present

San Francisco

#### Achievements/Tasks

- Launched smart building SaaS business unit for one of the world's biggest HVAC manufacturers, resulting in the creation of a new C-level position and contributing to ~24% increase in stock price over one quarter; Developed a "North Star" offering, go-to-market strategy, roadmap, and deployed new financial systems
- Advised Accenture clients C-Suite on commercial-focused data-driven growth strategy with focus on big data transformations, IoT, advanced analytics platform, next generation architecture and solution engineering
- Architected the first distributed intelligence solution for one of the biggest utilities in North America
- Developed the analytics strategy for one of the Asia's largest energy companies
- Owned Global High-Tech "as-a-Service" offering with mandate to build thought capital, sales enablement, delivery accelerators, and community of practice needed to drive sales targets

## WORK EXPERIENCE

### IoT Lead In Greater China

Accenture Hong Kong

04/2017 - 05/2018

Hong Kong

*Achievements/Tasks*

- Built new IoT business unit for greater China ( China and HongKong) , hired more than 10 people and sold and delivered more than \$19M of IoT projects across China
- Led development of digital services investment strategy for \$100B OEM to proactively avoid disintermediation by new market entrants; Activities included developing scenario based transformation paths, and future customer-needs profiles for major clients
- Designed and launched online energy marketplace focusing on sustainability innovation by helping businesses and utilities find the applications they need to manage energy assets and achieve sustainability goals for one of the largest power companies in Asia Pacific

### IoT Lead In Japan

Accenture Japan

10/2015 - 04/2017

Tokyo

*Achievements/Tasks*

- Built new IoT business unit for Japan , hired more than 20 people and sold and delivered more than \$36M of IoT projects in less than 2 years
- Defined IoT services market entry strategy and potential acquisition targets to expand existing offerings into new markets; analysis presented to, and acquisition target approved by, CEO and Board
- Led a digital transformational project for one of the world's biggest chemical companies. Designed and delivered digital plant, digital worker, advanced analytics projects for the client's subsidiary in Singapore

### IoT Development Offering and Solution Manager

Accenture UK

11/2013 - 10/2015

London

*Achievements/Tasks*

- Designed and built Accenture first IoT platform and developed more than 32 business applications for all industries
- Led the development of strategic vision for IoT line of business applications across multiple verticals; collaborated with UX, engineering and sales to design, build and market solutions
- Created a corporate venturing framework to standardize and accelerate the process of evaluating and managing the client's \$11.3 billion new business development pipeline

### Senior Solution Consultant

Nokia

03/2003 - 11/2013

London

*Achievements/Tasks*

- Managed sales and the customer relationship with various global CSPs, accounts valued in an excess of total \$1B
- Supervised the development of a technology solution and business process that will capture 6 million data points and track \$350 million in cost avoidance over the life of a 3 year project
- Architected value added services and intelligent network solutions for at least 10 communication service providers across Middle East , Europe and Africa

## EDUCATION

### Executive MBA

Imperial College of London

04/2011 - 12/2013

London

### Telecommunication Electrical Engineering, Bachelor of Science

Ferdowsi University

09/1998 - 02/2003

## **VOLUNTEER EXPERIENCE**

### **Supporting Disadvantage Young People**

UK Prince Trust

*01/2007 - 01/2015*

*London*

*Tasks/Achievements*

- Raised thousands of dollars for Prince Trust , by attending different cycling events