

Neda Mehrafshan

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(437)667-0700
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Objective: Product Manager / Lubricant Technical Sales

With 12 years of proven abilities in company/product management, technical problem-solving, customer relationship, product support, and technical sales, I offer a strong background in both technical and business aspects of the lubricant industry. I am adept at problem solving, time management, and implementing effective strategies. Seeking a role in Product Management or Lubricant Technical Sales, I aim to leverage my expertise to drive product innovation, optimize sales strategies, and deliver exceptional customer experiences. By utilizing my skills in market analysis, relationship building, and project management, I am committed to making a significant impact on revenue growth, market expansion, and customer satisfaction for a dynamic organization.

HIGHLIGHTS OF QUALIFICATIONS:

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- Expert in lubricants, lubrication tools and systems
- Comprehensive understanding of the lubricant industry, encompassing both technical and business aspects.
- Proven track record in product management, successfully driving product innovation and development from concept to market launch.
- Strong sales and negotiation skills, consistently exceeding sales targets and fostering profitable customer relationships.
- Proficient in conducting market research and analysis to identify emerging trends, competitive landscape, and customer needs.
- Exceptional project management abilities, effectively coordinating cross-functional teams and ensuring timely project delivery.
- Demonstrated ability to develop and execute sales strategies, resulting in revenue growth and market expansion.
- Skilled in building and maintaining strong customer relationships, providing exceptional support and tailored solutions.
- Strong technical background, enabling effective communication and collaboration with technical teams and customers.
- Excellent communication and presentation skills, adept at conveying complex technical information to diverse audiences.
- Proactive problem-solving approach, identifying and resolving issues to ensure customer satisfaction and business success.

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Professional Experience:

Sepahan Oil Company, Tehran, Iran

Sales Engineering Expert- Iran

Sep 2011- Now

- Managed a portfolio of industrial clients across various sectors, including automotive, marine, steel, cement, tire, energy and
- Identified customer needs and recommended lubricant solutions based on industry requirements, equipment specifications, and operational conditions.
- Conducted on-site visits and technical assessments to analyze lubrication systems, identify optimization opportunities, and provide tailored recommendations.
- Collaborated closely with engineering teams to develop and implement lubrication strategies, ensuring optimal equipment performance and extended operational lifespan.
- Provided comprehensive technical support and troubleshooting assistance to customers, addressing inquiries, resolving issues, and ensuring customer satisfaction.
- Actively pursued new business opportunities, expanding the customer base and achieving consistent revenue growth.
- Prepared and delivered technical presentations and training sessions for clients, educating them on lubrication best practices, product features, and benefits.
- Developed and maintained strong relationships with key decision-makers and stakeholders within client organizations, fostering long-term partnerships.
- Kept abreast of industry trends, market dynamics, and competitor activities, providing valuable insights to the sales and marketing teams.
- Participated in industry trade shows
- Utilized CRM software to track customer interactions, manage leads, and generate sales reports
- Conceived and implemented many innovative marketing and promotional activities resulting in sales increase for industrial section (from 19500 MT to 23800 MT)

EDUCATION & TRAINING:

Managerial & Sales:

Negotiation Principles and Techniques

Sepahan Oil Co., Iran 2022

Growth Hack

Sepahan Oil Co., Iran 2019

Marketing Strategy

Bahar Institute, Iran 2019

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Technical:

Familiarity with monitoring the condition of mechanical equipment based on oil analysis	
Alborz Tadbirkaran Co., Iran	2022
Formulation and Analysis of Greases	
Sepahan Oil Co., Iran	2019
Formulation and Analysis of Transformer Lubricants	
Sepahan Oil Co., Iran	2018
CM (Conditional monitoring of lubricants and industrial equipment)	
Sepahan Oil Co., Iran	2018
Fundamental lubrication and lubricants	
Research Institute of Petroleum Industry, Iran	2014
Compressor and Auxiliary Systems	
Atlas Caspian, Iran	2014
Process, additives and blending of lubricants and familiarity with test methods	
Iranol Co., Iran	2009
Petrochemical material and process, lab test methods	
Shiraz Petrochemical Complex, Iran	2006
M.S. in Chemical Engineerig, Biotechnology Engineering	
Payam Noor University (PNU), Tehran, Iran	2014
B.S. in Chemical Engineering, Chemical Industries	
University of Science and culture, Isfahan, Iran	2009
A.S. in Chemistry Technician- Petrochemical Operations	
University of Science and Culture, Isfahan, Iran	2007

References are available upon the request