

Masoud Daneshpour

Engineering Manager

Tehran, Iran · +98 912 485 5037 · masoud.net@hotmail.com · [linkedin.com/in/masouddaneshpour](https://www.linkedin.com/in/masouddaneshpour) · github.com/MDP66 · www.daneshpour.ir ·
Blog: masoud.daneshpour.ir · Academy: academy.daneshpour.ir

SUMMARY

Engineering leader with **20+ years** of building products and teams across adtech, online travel, e-commerce, and healthtech. At Digikala Ads: grew the team to 12 engineers, doubled revenue, and opened 3 new business lines powered by 3 new revenue engines. MBA in Strategy, University of Tehran.

WORK EXPERIENCE

Engineering Lead — [Digikala Ads](#) · AdTech Apr 2025 – Present

- Grew the engineering team to 12 engineers.
- Drove 100% revenue growth by developing and improving core advertising systems.
- Expanded the product portfolio into 3 new business lines and built 3 new revenue engines.

Tech Lead / Backend Chapter Lead — [Alibaba Travels](#) · Online Travel (OTA) Mar 2021 – Apr 2025

- Managed growth and skill development for 50+ engineers as Backend Chapter Lead; designed the chapter strategy.
- Built the Technical Ladder career framework and an integrated performance-management system.
- Hired 20+ senior engineers; defined hiring & offboarding standards; secretary of the Architecture Committee.

Tech Lead / CTO — PartoBita · AgriTech Nov 2019 – Mar 2021

- Hired and managed a 10-person engineering team; implemented Agile development processes.
- Migrated infrastructure from IIS to Kubernetes; delivered a social platform with web & mobile clients.

Senior Software Engineer (AloMarket & AloFood) — [Alopeyk](#) · On-demand Delivery Jul 2019 – Nov 2019

Senior Developer & Project Lead — [Kheili Sabz Publications](#) · Publishing & Education Jul 2018 – Jul 2019

- Owned the project from scoping to delivery, coordinating directly with business stakeholders.

Founder & CTO — Tabro (startup, part-time) · Location-based AdTech 2017 – 2019

- Built a location-based smart advertising platform end-to-end; raised investment and authored the business plan; acquired 100+ customers.

Senior Developer, National Electronic Health Record (SIB) — Danesh Parsian · HealthTech 2015 – 2017

- Designed the core system architecture and the organizational ALM framework; hired and managed 5 engineers.

Earlier experience: Founder & CTO at Nedaye Esalat Salamat, the national product-authenticity program (Ministry of Health, 2011–2015) — built a smart QC image-processing system and multi-channel IVR service, managing a 70-person technical & operations team; earlier roles at Chargoan, Shomaran System, Iran Khodro Leasing, and others (2005–2011).

Teaching: Part-time lecturer (2015–2018): C#, ASP.NET MVC, HTML/CSS at Tehran Institute of Technology and FAD Academy.

SKILLS

Leadership	Team building, Coaching & mentoring, Talent acquisition, Performance management
Process & Org	Agile / Scrum, Engineering standards, Technical Ladder & career frameworks, Architecture governance
Business	Product management, Business development, Revenue growth, Business finance & P&L, Strategy (MBA)

EDUCATION & CERTIFICATIONS

- MBA in Strategy — University of Tehran
- B.Sc. in Computer Science
- Certifications: Microsoft Certified Solutions Developer (MCSD) · Professional Scrum Master I (PSM I) · AWS Certified Solutions Architect