

BEHNAM JAFARI BALALAMI

Product & Operations Executive · Founder, Whalyon · Co-founder, VOHU

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📍 Tehran, Iran · open to relocation (Europe, UK, Canada) and remote work

👤 SUMMARY

Product and operations executive with 18+ years who builds products from zero and makes them move a business: fintech and precious metals, AI and edtech, investment promotion, digital philanthropy, media and legaltech. Contributed to 15+ products and 1,000+ projects.

Builds with AI, end to end: took five investor-facing platforms from design to deployment in about two months with AI coding agents, across UI/UX and visual design, front-end, back-end, DevOps and LLM features, owning every product decision.

Runs many things at once: up to 12 products in parallel and three concurrent roles in 2024–2026. Founder of Whalyon, co-founder of VOHU; Founder Institute (Silicon Valley), SJSU SpartUp, Product School, McKinsey Forward. Seeking product and operations leadership, AI product, business development or consulting roles: full-time, contract or co-founder; remote, or relocating to Europe, the UK or Canada.

📈 IMPACT

🏢 Business	grew a precious-metals operation’s daily volume 20× (0.5 → 10 kg), with 1,000B+ Tomans reported transaction volume; moved a creative studio from client work to its own products
👥 Customers	626,000+ users in six months (Ketabno), 300K in two months (Mastoura), 20,000+ registrations from 110+ countries (WritingChex), 4,000+ verified buying customers (Shalize), a platform built for 12 million beneficiaries
🧑 Teams	production lines with 1,000+ collaborators over nine years and 40+ organisational clients; a 20-person team across three brands; up to 12 products run at once

📁 EXPERTISE

🎯 Product & strategy	product management, zero-to-one discovery, value proposition and revenue models, go-to-market, management consulting
🔗 Design & build	UI/UX, visual design, information architecture, front-end and back-end development, DevOps, AI and LLM product engineering
🏢 Delivery & leadership	product portfolio and project management, operations and CRM, art direction, cross-functional teams
🏭 Industries	FinTech & Alternative Assets · Gold & Precious Metals · AI & EdTech · Digital Philanthropy & Crowdfunding · Social & Content Platforms · Parenting & Family Platforms · Economic Development & FDI Promotion · LegalTech · Media & Creative Industries
🗣️ Languages	Persian (native) · English (advanced)

📁 EXPERIENCE

 WHALYON <i>AI-assisted business-health platform</i>	Aug 2026 — Present
Founder & Product Owner · Tehran, Iran · Founder	
Designed and launched a self-assessment across eight business domains: rule-based scoring, AI-written analysis checked by an automated reviewer, and a 30/60/90-day action plan. In a free launch phase at whalyon.com; a self-assessment, not an audit.	
 VOHU <i>Persian AI web app that helps small businesses decide what to publish from evidence</i>	Sep 2026 — Present

Product Manager & Developer · Tehran, Iran · Co-founded

- Run product and take part in building it: evidence collection on a business and its competitors, and a rule-based gate that stops unsourced claims before a person decides. Deployed; piloting with a handful of businesses before any sale.

 EMKAN DEVELOPMENT EXPERIENCE GROUP

Aug 2024 — Sep 2026

Economic-development and digital-transformation group

Chief Product & Investment Promotion Officer · Tehran, Iran · Executive

Executive Director · Product, Brand & Media Programs

Aug 2024 — Jun 2025

- Gave investors, policymakers and analysts working tools in about two months: five platforms built from design to deployment with AI coding agents, each one taking scattered studies, registries and files and making them searchable, comparable and traceable to source.
- **Emkan Atlas (live)**: the world's transit corridors with Iran as reference: 135 networks, 2,461 segments, 234 legal records; shows which routes cross Iran (56) and which bypass it (77), and which port, border or rule would change that.
- **Iran Vision 2050 & 2065**: turns “a multi-trillion-dollar economy” into three adjustable, sourced paths, benchmarked against how 197 countries wrote their national visions.
- **Invest in Doqaroun**: the Iran–Afghanistan free zone's investment portal: 8 zones, a 434-parcel map from the official plan, ready opportunities with readiness scores, enquiry to document request.
- **Emkan Map**: login-only national map, 34 views, all 31 provinces.
- **Ghadir Highway**: 11 packages, 5 superzones, search to NDA.
- Fed national coastal-settlement planning with Discover Makran (38 countries, 8 regional deep-dives); led product for Sarzamin-e Emkan and Invest Iran; authored a research book on investment promotion agencies.

 TAMIN TEJARAT ESPAHBOD KHORSHID

Sep 2024 — Jun 2026

Precious-metals and jewellery group with a 20-person team

Chief Product & Business Development Officer · Tehran, Iran · Fractional

Co-Founder & Product Architect · Mokaab

Sep 2024 — Jul 2025

Product, Operations & Growth Lead · Shalize

May 2025 — May 2026

Product Strategy & Brand Lead · Goldoon

Feb 2025 — Dec 2025

- Grew Shalize's daily physical volume 20x, from 0.5 to 10 kg, and built a base of 4,000+ verified buying customers by rebuilding operations end to end on a CRM.
- Led product and business development for three precious-metals brands with a 20-person team.
- Co-founded Mokaab and grew it to 170K Instagram followers; its architecture became Shalize's base. Launched Goldoon as the group's branded jewellery line.

Toman figures are company-reported and unaudited: transaction volume, not revenue or margin.

 WRITINGCHEX

Feb 2024 — Mar 2025

AI feedback for IELTS writing

Co-Founder, Board Member & Chief Product Officer · Silicon Valley, CA, USA · remote from Tehran · Fractional

- Took the product from idea to MVP to its first paying customers; 20,000+ people from 110+ countries registered.
- Took the company through the Founder Institute pre-seed accelerator (Silicon Valley) and San José State University's SpartUp programme. Wound down in 2025.

 AGHIGH FAMILY · HOUSE OF ART & MEDIA

Sep 2015 — Jul 2024

Creative, media and digital company

Co-Founder & Board Member · Tehran, Iran · Full-time

Vice President of Product · Digital Portfolio

Dec 2023 — May 2024

Senior Product Manager · Mastoura

Jan 2024 — Apr 2024

Co-Founder & Product Manager · Ketabno & HisTory

Jul 2022 — Apr 2023

Product Manager · NoJahan

Jan 2023 — May 2023

Creative Production & Executive Operations Lead

Oct 2015 — Jun 2022

Senior Product Manager · Mehrabani & Soha

Apr 2023 — May 2024

Co-Founder & Product Manager · Bamana

Dec 2020 — Apr 2024

- Moved the company from client work to its own products: launched seven as VP Product, running up to 12 at once.
- Put products in front of hundreds of thousands: Ketabno (co-founded) passed 626,000 users in its first six months and Mastoura reached 300K in two; Mehrabani & Soha was built for 12 million beneficiaries.
- Built and ran production lines in visual arts, motion graphics and animation, product design and development: 1,000+ collaborators over nine years, 40+ organisational clients.

COMPANYHOUSE · FEKRE BARTAR LEGAL INSTITUTE

Nov 2015 — Oct 2016

LegalTech: digital company registration

Co-Founder & CEO · Tehran, Iran · Fractional

- Turned company registration, an opaque process only specialists could run, into a guided question-based flow that generated the documents itself. Closed after a year.

FREELANCE

2007 — Sep 2015

Design, publishing and web

Creative Direction, Design, Web & Project Leadership · Tehran, Iran

- Eight years of client delivery in design, publishing, web and advertising, including editing and layout projects for the IRIB Research Center; grew from individual execution to project and creative leadership.

CERTIFICATIONS & INTERNATIONAL PROGRAMMES

	Product Roadmapping — Product School	USA · 2023
	McKinsey Forward, Middle East (Take a Step Forward and advanced programme) — McKinsey & Company	2023
	Pre-seed accelerator (with WritingChex) — Founder Institute	Silicon Valley, USA · 2024
	SpartUp startup programme (with WritingChex) — San José State University	California, USA · 2024 — 2025
	Digital Product Management — Boozhan School	Tehran, Iran · 2022 — 2023
	Professional Management Consulting — Blue Butterfly Management Consulting School	Tehran, Iran · 2021 — 2022
	User Experience Design Architect — Roshdana	Tehran, Iran · 2020 — 2021
	Web & Digital Skills Specialist — Roshdana	Tehran, Iran · 2020 — 2021
	Web Design & Development I & II — Sharif University of Technology	Tehran, Iran · 2015 — 2016
	Web Page Design & Development (Kar-Danesh) — Ministry of Culture	Tehran, Iran · 2010 — 2011

EDUCATION

Master of Business Administration (MBA) — Information Systems & Information Technology	2024 — Present · Enrolled
Islamic Azad University, Science & Research Branch, Tehran · Iran	
Bachelor of Applied Science in Cinema — Screenwriting	2019 — 2021
Soroush Higher Education Institute · Tehran, Iran	
Associate Degree in Cinema — Screenwriting	2016 — 2018
IRIB University (Islamic Republic of Iran Broadcasting) · Faculty of Media · Tehran, Iran	