

MEHRAD “Matthew” MADANI

mehrad.madani@mail.concordia.ca • (438) 526-3832 • www.linkedin.com/in/mehrad-madani

PROFESSIONAL SUMMARY

Versatile professional with a blend of skills and backgrounds in mechanical engineering and finance. A natural team player and leader committed to learning and fostering a positive, inclusive atmosphere while driving towards common goals. Very analytic and innovative on how to approach and solve problems.

SUMMARY OF SKILLS AND QUALIFICATIONS

Applications | Syspro • MS Project • PowerPoint • Excel (Advance) • Power BI • Word
Other | Bloomberg • Adobe (Premiere, Illustrator, Photoshop) • SolidWorks • AutoCAD • Da Vinci
Processes | Project Management Methodologies (incl. Agile) • Quality Assurance
Languages | English (fluent) • French (beginner) • Persian (fluent)

EDUCATION

Bachelor of Commerce – Major in Finance **2022-2026**

Concordia University, Montreal, QC

- Member of the Institute for Co-operative Education
- **Relevant Courses:** Business Technology Management • Contemporary Business Thinking • Theory of Finance I & II (in progress)

Bachelor of Engineering, Mechanical Engineering **2022**

Amir-Kabir University, Tehran, IR

High School Diploma, Specialization in Mathematics, Allameh-Tabatabai, Tehran, IR **2018**

Allameh-Tabatabai, Tehran, IR

ADDITIONAL TRAINING AND CERTIFICATIONS

Business Intelligence & Data Analyst (BIDA) **2026**

Corporate Finance Institute (CFI)

- Covering both Power BI, Excel, and data science, spanning data storage, collection, transformation, analysis, modelling, and visualization in various scenarios, applying skills through real-world case studies and datasets.

Financial Modeling & Valuation Analyst (FMVA) **2025**

Corporate Finance Institute (CFI)

- Hands-on curriculum and real-world applications studied regarding investment banking, private equity, M&A, business valuation, and corporate finance.

Ai Financial Analysis and Advanced Excel Fundamentals **2025**

Corporate Finance Institute (CFI)

- All necessary and updated techniques regarding financial analysis and finance Excel specified by AI-powered tools like Claude, Gemini and ChatGPT

Professional Development Certificate in Project Management

2024 - 2025

McGill University, School of Continuing Studies, Montreal, QC

- Covering project management methodologies, including strategic project leadership, Agile Project Management, and full project lifecycle. Capstone expected in 2025.

Francisation Quebec, Government of Quebec

2023 - Present

WORK EXPERIENCE

Pricing and Profitability Analyst and Coordinator

2025 August – Present

Medisca, Montreal, QC

- **Pricing Strategy & Analysis:** Collaborated closely with sales representatives to develop pricing strategies that ensure competitive, win-win outcomes—balancing customer value with company profitability.
- **Profitability & Contribution Margin Analysis:** Conducted in-depth profitability assessments to evaluate the impact of pricing decisions on contribution margin. Developed scoring models for customers and products to optimize pricing for maximum revenue and margin performance.
- **Dynamic Pricing Models:** Designed and implemented pricing systems to adapt to evolving market conditions, including supplier cost fluctuations, tariff changes, and competitor movements, ensuring both responsiveness and margin protection.
- **Bill of Materials (BOM) Analysis:** Analyzed BOM structures to identify cost drivers, improve pricing accuracy, and support product profitability assessments.
- **Data-Driven Decision Making:** Utilized advanced Excel, Power BI, and ERP systems to automate pricing workflows, generate profitability reports, and support strategic pricing decisions with real-time insights.
- **Cross-Functional Collaboration:** Partnered with finance, sales, procurement, and product management teams to align pricing strategies with organizational goals and market demands.
- **Competitive Benchmarking & Market Analysis:** Monitored industry pricing trends and competitive positioning to inform data-backed pricing recommendations.
- **Scenario Modeling & Forecasting:** Built pricing scenarios and margin forecasts to assess potential impacts of changes in cost, volume, or customer mix, supporting proactive business planning.
- **Margin Optimization Tools:** Developed tools and dashboards to continuously monitor product-level and customer-level margins, enabling targeted improvements and strategic negotiations.

OTHER WORK EXPERIENCE,

Co-op Internship (Financial coordinator and analyst)

2025 Jan -2025 August

Medisca Inc., Montreal, QC

- Supported pricing and profitability initiatives by building and maintaining Excel models to analyze unit price vs. catalogue price, discounts, and contribution margin across products and regions.
- Produced weekly/monthly reports that highlighted discount behaviour and sales trends, helping identify where pricing actions could improve margin performance without sacrificing volume.
- Assisted with quote and deal analysis by linking historical quotes to realized sales to measure win rates and uncover patterns in successful pricing strategies.

Business Support (Part-time)**2023-Present**

FarbodDaryan, Toronto, ON

- Offer my financial support and market perspective for growth.
- Advising on marketing strategies based on our target audience

Assistant Manager**Jun - Sept 2023**

Tim Hortons, Montreal, QC

- Contributed to the smooth running of the business, responsibly completed day-to-day chores in restaurant services and presentation

Part-Time Designer**Apr - Dec 2021**

IKCO, Tehran, IR

- In the scope of automaking, used CAD software to design & refine product concepts for manufacturability
- Created conceptual design drawings for use in manufacturing and fabrication
- Designed injection-moulded plastic, machined, and sheet metal parts in 3D CAD
- Evaluated mechanical designs or prototypes for energy performance or environmental impact

**Internal Petrochemical Sales Rep, Tehran, IR
2019****Sept 2017 - Aug**

- On a volunteer basis, worked in 3rd party sales companies for the petrochemical transportation industry between provinces to acquire knowledge of business laws and roles of commerce

NOTABLE PROJECTS

Development of Pricing & profitability Concepts with deployable strategies

- Created multiple models on pricing and profitability, considering multiple angles within elasticity or contribution margin, maximizing long-term profit Vs. short-term inventory analysis. Creating the concepts mentioned via Excel and expanding to more user-friendly aspects for daily work done by the sales team.

Tariff Model development

- Developed multiple models on the impact of tariff on cost and the approach of pricing in multiple regions (US, Canada, Australia, EU, Middle East)

Customer score analysis

- Designing multiple analyses based on CM and elasticity to create a perfect model to forecast customers' behaviours and provide the best pricing for them

Academic: Business Analysis for BIXI Montreal

Course: Business Technology Management

- Using a real dataset for BIXI Montreal, ran data analytics using MS Excel and Power BI, and developed a comprehensive report to provide insights based on the results of the analysis
- Developed business process models (BPMN) and Entity Relationship Diagrams based on BIXI

Academic: Marketing Proposal

Course: Marketing Management

- In a group project, collaborated to develop a new product idea and establish a marketing mix for market positioning
- My contributions included developing a value-oriented marketing strategy, Loyalty Programs and Competitive Pricing.