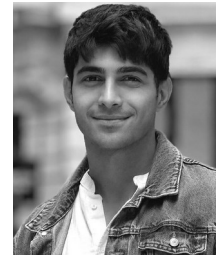


SHAHAB SHIRANI

INSIGHTS & STRATEGY PROFESSIONAL

CUSTOMER INSIGHT | COMMERCIAL GROWTH | SERVICE OPERATIONS

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PROFILE

Interdisciplinary insights and strategy professional who turns customer, market and service data into commercial decisions and operational improvements. Combines survey design, descriptive and correlational analysis, hypothesis testing, Importance-Performance Analysis and qualitative synthesis with hands-on experience in customer operations, digital growth and international business. Evidence includes management-adopted service priorities, 28-fold audience growth, US\$300K+ in B2B sales and US\$2M+ in export sales.

PROFESSIONAL EXPERIENCE

Personal Trainer

2026-present

BeneFIT Studio, The Hague, Netherlands

ADDITIONAL SCOPE Operational ownership | Client support | Customer insight

- Deliver one-to-one personal training and own day-to-day support across three locations, managing the shared inbox, member and supplier enquiries and issue resolution.
- Initiated and led a client-experience study using descriptive statistics, correlation, Importance-Performance Analysis and qualitative synthesis.
- Converted findings into management-adopted retention, offboarding and service priorities; mapped the client journey and designed onboarding, satisfaction and exit surveys for continuous feedback.

Graduate Researcher | Digital Strategy and Growth

2024-2025

SPÉXS, The Hague, Netherlands

- Designed and analysed a cross-sectional survey of 84 respondents to identify platform use, content-format preferences and drivers of sustained following.
- Translated findings into platform, format and publishing-cadence strategy; the Instagram audience grew from approximately 500 to 14,000+ (28-fold).
- Built the brand's first website, B2B media kit and sponsorship materials; the work contributed to ASICS Benelux's Best Content Award.

Fitness Coach and Trainer Supervisor

2020-2022

Palladium Gym, Isfahan, Iran

- Supervised trainers, delivered personalised programmes and tracked client progress.
- Coordinated management, coaches and clients to resolve service and scheduling issues.

EARLIER COMMERCIAL EXPERIENCE

Commercial Strategy and Market Development

2018-2020

Radaron / Floryan Group, Isfahan, Iran

- Built a database of manufacturers and procurement buyers, qualified high-probability accounts and closed US\$300K+ in domestic B2B sales through direct outreach.
- Researched product specifications, certification requirements and buyer criteria to support Floryan's planned European market entry.

Sales and Customer Advisor

2016-2017

Sisley (Benetton Group), Isfahan, Iran

- Advised customers and supported daily sales operations for an international fashion retail brand.

Export Sales and International Business

2014-2016

Shimi Taghtiran, Isfahan, Iran / international markets

- Managed international buyer relationships and the end-to-end export cycle, including destination-based FOB/CIF pricing, negotiation, documentation, shipping and tracking.
- Generated US\$2M+ in sales across international markets over two years.

EDUCATION

Bachelor's degree in Sport Studies (Sportkunde), International Sport Management

2022-2025

The Hague University of Applied Sciences, The Hague, Netherlands

- Overall GPA 8.6/10; quantitative graduation thesis graded 9.5/10; winner of the EASM Student Sport Management Game, Paris, 2024.

Master of Science (MSc), Business Management - E-Commerce

2017-2020

Shahid Ashrafi Esfahani University, Isfahan, Iran

- Quantitative thesis on smart-technology adoption, customer commitment, CRM and customer experience; graded 18/20 and published as a first-author conference proceeding.

Bachelor of Arts (BA), English Translation

2010-2014

University of Isfahan, Iran

CAPABILITIES AND TOOLS

DATA, RESEARCH & INSIGHT

Survey design; customer-journey mapping; data cleaning; descriptive and correlational analysis; hypothesis testing; structural-equation modelling; Importance-Performance Analysis; qualitative feedback synthesis.

COMMERCIAL & OPERATIONS

Audience, buyer and market-entry research; KPI prioritisation; B2B sales; FOB/CIF pricing; support-workflow design; supplier coordination; content and growth strategy; management presentations; cross-cultural negotiation.

TOOLS & PLATFORMS

Excel (advanced); Power BI; GA4 with custom event tracking; Looker Studio; Google Search Console; Mailchimp; Virtuagym CRM and member management.

LANGUAGES

Persian - native | English - professional fluency | Dutch - A2-B1 | Italian - A2-B1