

# Mohammad Kashefi

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Operations, digital transformation and product

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## SUMMARY

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Operations and digital transformation leader with more than 10 years of hands-on experience across manufacturing, hospitality, healthcare-related production, and software. I specialise in turning fragmented operations into structured, measurable systems through process design, ERP delivery, product development, data, and practical execution.

At Carinopack, I lead the end-to-end design and implementation of a company-wide ERP connecting production, inventory, procurement, and sales. Alongside this, I am Co-Founder and Product Developer at Monolith, a database-backed SaaS platform for coaches and athletes. My background also includes building and exiting a profitable coffee-service business, managing teams from 15 to more than 80 people, and improving manufacturing output by 25% through workflow redesign and operational controls.

## EXPERIENCE

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### Co-Founder and Product Developer

Apr 2026 - Present

#### [Monolith](#)

Co-founded and am building a database-backed SaaS platform for coaches and athletes, designed to bring personalised programmes, progress tracking, communication, media, and performance analytics into one connected product.

- Lead product discovery, prioritisation, and roadmap decisions
- Translate user needs into product requirements, workflows, and data models
- Own hands-on delivery using Next.js, React, TypeScript, PostgreSQL, Prisma, and Docker
- Use AI-assisted development to accelerate prototyping, implementation, and iteration
- Build for clarity, reliable data, and an effective experience for both coaches and athletes

### Operations Manager and ERP Project Lead

Dec 2025 - Present

#### [Carinopack](#)

Leading the end-to-end design and implementation of a company-wide ERP connecting production, inventory, procurement, and sales.

- Map and standardise operational processes across core functions
- Translate stakeholder requirements into workflows, data structures, and implementation priorities
- Define management KPIs and reporting to improve operational visibility and decision-making
- Coordinate delivery across teams while managing dependencies, risks, and user feedback
- Bridge operational reality and technology to build a system people can use consistently

### Chairman of the Board

Sep 2024 - Oct 2024

#### [TUK Coffee Service](#)

## Senior Advisor, Growth and Operations

Aug 2023 – Dec 2025

[Brizco](#)

Advised the leadership team on growth, product expansion, and operational decision-making.

- Created a 12-month product expansion roadmap and introduced data-led KPI tracking to support prioritisation and management decisions
- Redesigned decision and delivery workflows, reducing decision latency by 40% and aligning product, market, and operational objectives

## Senior Business Advisor

Apr 2022 – May 2024

[Kashefi Printing House](#)

## Founder and CEO

Jun 2021 – Sep 2024

[TUK Coffee Service](#)

Built TUK Coffee Service to profitability and a successful exit, taking ownership of commercial performance and day-to-day execution.

- Managed P&L, cash flow, unit economics, supply chain, vendors, and daily operations
- Recruited, trained, and managed more than 15 team members
- Established repeatable operating processes, service standards, and performance controls
- Balanced growth decisions with operational quality and financial discipline

## Production Manager

Mar 2020 – Feb 2021

[Sorin Teb Maham](#)

Managed high-volume production of face masks and medical alcohol during a critical period for healthcare supply.

- Oversaw more than 80 personnel per shift
- Coordinated workforce allocation and production priorities
- Maintained a strong focus on quality, reliability, and timely delivery
- Worked across operational constraints to keep production consistent under pressure

## Executive Manager

Apr 2015 – Jan 2022

[Kashefi Printing House](#)

Led production operations and a team of more than 30 in a long-established printing business.

- Improved production output by 25% through workflow redesign, inventory controls, and performance management
- Managed suppliers, contracts, margins, and day-to-day operational priorities
- Coordinated the accurate production of printed hospital forms for long-standing healthcare clients
- Built practical operating controls to improve consistency and delivery performance

## PLATFORMS

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### Monolith

Live since 31 July 2026

Co-founder and sole developer. One product for coaches and their athletes: programmes, progress tracking, messaging, media and performance analytics. Designed phone-first, launched with its first Founding Coaches.

### Carinopack

Since December 2025

Operations Manager and ERP Project Lead. A company-wide ERP built around how the factory really works. Delivered to the team in 2026, it has grown into a wider brief: a faster, more agile company that is ready for remote work.

**Programme-drafting AI**

2026

Built and delivered for a strength coach. An AI agent that learned one coach’s method from 601 training days across 39 live programmes. It writes new weeks in his own notation, then opens the browser and uploads them itself.

**Adad Fitness**

September 2026

Product design and full-stack build. Clients book their first consultation or a monthly check-in and see live availability and remaining capacity. Designed and shipped in a few days.

EDUCATION

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**Master of Economics**

Mar 2023

Allameh Tabataba’i University, Tehran, Iran

**Bachelor of Economics**

May 2020

Razi University, Kermanshah, Iran

**Diploma in Mathematics**

May 2016

Sampad High School, Kermanshah, Iran

SKILLS

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**Digital Transformation and Product**  
ERP Delivery · Product Management · Process Mapping · Requirements Analysis · Workflow Design · Data Models · KPI Design · AI-Assisted Development

**Operations and Leadership**  
Operations Management · Process Improvement · Manufacturing · Supply Chain · P&L Management · Unit Economics · Performance Management · Stakeholder Coordination · Team Leadership