

MILAD JAVADI

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Authorized to work in the U.S. - no sponsorship required

DIRECTOR, STRATEGIC SOURCING & PROCUREMENT | CATEGORY MANAGEMENT & SUPPLIER PERFORMANCE

PROFESSIONAL SUMMARY

Procurement and category leader with 15+ years directing strategic sourcing, supplier management, and category management across retail and FMCG. Governed \$500M+ annual procurement across 180+ suppliers and 2,500+ SKUs, cutting category cost 8% and inventory waste 15% through centralized tendering, supplier scorecards, and total-cost-of-ownership sourcing. Adds multi-country sourcing across China, UAE, and Turkey, a 50,000 MT import program, and PhD-level economics applied to supplier, cost, and assortment decisions.

CORE SOURCING & CATEGORY STRENGTHS

- **Strategic Sourcing & Spend Governance:** Directed \$500M+ annual procurement across 180+ suppliers and 2,500+ SKUs; centralized tendering, contract negotiation, and total-cost sourcing across a 900-store network.
- **Supplier Performance Management:** Built vendor scorecards (cost, fill rate, lead time, quality) with quarterly performance reviews; delivered 8% YoY procurement cost reduction.
- **Category Management & Assortment:** Owned category strategy, assortment planning, white-space identification, and private-label / new-SKU development using POS demand signals and supplier collaboration.
- **Inventory & Total-Cost Trade-offs:** Redesigned replenishment and on-shelf availability policies balancing service level against working capital; reduced inventory waste 15%.
- **International Sourcing & Import Programs:** Ran multi-country FMCG sourcing (China, UAE, Turkey); executed a 50,000 MT commodity import program end-to-end and cut port-to-shelf cycle 20%.
- **Data-Driven Sourcing Decisions:** Apply NielsenIQ and Dominick's scanner data to supplier economics, demand forecasting, and category-investment prioritization.

PROFESSIONAL EXPERIENCE

Category & Sourcing Strategy Consultant | Independent - Freelance | Dallas-Fort Worth, TX | Apr 2022 - Present

Clients include regional FMCG operators, a national grocery chain, and a CPG trade-promotion analytics firm

- Advise retail and FMCG clients on category strategy, strategic sourcing, and supplier-performance frameworks; apply NielsenIQ and Dominick's scanner data to assortment, private-label, and supplier-economics decisions.
- Analyze supplier cost structures, trade terms, and category profitability across 2,500+ FMCG SKUs to sharpen negotiation and assortment strategy.
- Build sourcing and category-review frameworks supporting negotiation strategy, assortment design, and total-cost decisions.

Chief Executive Officer, Category Launch (0 to 300 Stores) | Hayat Market (Mohsen Industrial Group) | Tehran, Iran | Mar 2020 - Mar 2022

Hard-discount FMCG grocery chain, 12 provinces - comparable to a U.S. regional dollar-store rollout at the scale of Dollar General or Family Dollar

- Built the end-to-end procurement and supplier network for a greenfield chain: onboarded 180 suppliers, negotiated launch terms, and set category assortment before the first store opened.
- Established centralized purchasing, replenishment, and vendor-performance tracking across 2,500+ SKUs.
- Directed SAP Retail + Power BI procurement and inventory KPI system (5-minute refresh) tracking supplier performance and replenishment.
- Delivered \$10.2M Year-1 revenue; scaled to 300 locations across 12 provinces in 24 months.

Director, FMCG Import & Trading Operations | Farasoo Paydar Trading Co. (Mohsen Industrial Group) | *Istanbul, Turkey | Jan 2019 - Mar 2020*

Food wholesaler, multi-country FMCG sourcing (China, UAE, Turkey)

- Directed multi-country FMCG sourcing across China, UAE, and Turkey; negotiated supplier contracts and managed import logistics and letter-of-credit banking for high-velocity product lines.
- Streamlined port-to-shelf logistics, cutting cycle time 20% and improving fill rates and category availability.

General Manager, Operations & Category | WinMarket, Refah Holding Group (Mohsen Industrial Group) | *Tehran, Iran | Dec 2017 - Jan 2019*

Hard-discount retailer, 500-unit network - comparable to a regional Dollar Tree or Aldi-format operation

- Led category assortment, supplier onboarding, and pricing standards across 200 new store openings in 12 months.
- Rebuilt category assortment and trade terms alongside a pricing redesign that delivered 18% same-store revenue-per-sq-ft improvement in 6 months.

Commercial Manager | Ofogh Koorosh Chain Stores (Golrang Industrial Group) | *Tehran, Iran | Mar 2013 - Sep 2017*

Functional scope: Director of Operations, Supply Chain & Purchasing, reporting to the CEO | 900+ stores, 26 provinces, \$500M+ annual category spend - comparable to a mid-size Kroger or Albertsons regional division

- Directed \$500M+ annual procurement and category strategy for a 900-store FMCG network: 2,500+ SKUs, 180+ suppliers, 26 provinces.
- Established centralized tendering, supplier scorecards, contract negotiation, and quarterly vendor performance reviews; cut category cost 8% YoY.
- Redesigned replenishment and on-shelf availability systems, balancing service level against working capital; reduced inventory waste 15%.
- Co-developed new SKUs and private-label lines with supplier partners using POS demand signals and category gap analysis.

Director, Commercial Strategy & Commodity Sourcing | Golrang Industrial Group | *Tehran, Iran | Aug 2011 - Mar 2013*

Multi-division FMCG industrial conglomerate

- Grew revenue \$60M YoY through commercial strategy and multi-geography commodity sourcing across 4 business units; executed a 50,000 MT commodity import program end-to-end.

Commercial & Sales Director | Mohsen Group (Mohsen Industrial Group) | *Tehran, Iran | Jan 2008 - Mar 2011*

National food manufacturer, FMCG import and export

- Delivered 40% annual revenue growth through supplier and channel-partner expansion, promotional planning, and retailer collaboration across imported FMCG categories.

RESEARCH & ANALYTICS

PhD Researcher, Category & Pricing Analytics | University of Texas at Dallas | Dallas, TX | 2022 - Present

- Applying scanner-data analytics (NielsenIQ, Dominick's) and econometric methods to supplier economics, demand forecasting, and category-investment questions; developing two working papers on pricing and category effectiveness.

EDUCATION

Ph.D., Economics (in progress, expected 2028) - University of Texas at Dallas | Comprehensive exams passed

M.S., Managerial Economics (2025) - University of Texas at Dallas

Ph.D., Business Administration & Management - IAU, Science & Research Branch | Completed June 2023 - first doctoral degree in management theory; current UTD PhD focuses on applied econometrics

M.S., Finance (2008 to 2011) - Shahed University, Tehran

B.S., Industrial Engineering (2008) - Iran University of Science and Technology

TECHNICAL SKILLS

Business Systems: SAP Retail ERP | SAP ERP | Oracle Retail (Omnichannel, Stores POS) | Power BI | Tableau | Excel (advanced)

Analytics / Data: SQL | Python | R | Stata

Data Sources: NielsenIQ Scanner Panel | IRI/Circana | Dominick's Finer Foods | Retail POS Data Systems

Sourcing & Category Methods: Strategic Sourcing | Procurement | Category Management | Supplier Performance Management | Vendor Scorecards | Contract Negotiation | Tendering & RFx | Assortment Planning | Private Label | Total Cost of Ownership | Demand Forecasting | Inventory Management | Cost Reduction | Cross-Functional Leadership

SELECTED PUBLICATIONS, PATENT & CERTIFICATIONS

Patent & Research: Co-Inventor, AI-Powered Smart Wearable (PCT/IB2025/054033; Gold Medal, SVIIF Santa Clara + IFIA Geneva) | 15 peer-reviewed publications, h-index 8 (consumer behavior, retail pricing, FMCG supply chain); full publication list available on Google Scholar.

Certifications: PMP - Project Management Institute (2025) | ISO 9001:2000 Quality Management Systems