

Sasan Hejrani

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Analytics Lead — Supply Chain & Master Data

I run analytics for a supply chain and master data organisation, and measure the function by how little it is needed for routine work. Hands-on across the stack, with a decade of operations experience underneath. My strongest results usually come from contradicting the request rather than fulfilling it.

CORE COMPETENCIES

Leadership & enablement: Data literacy programmes, mentoring, knowledge transfer, stakeholder management, analytics governance

Analysis: Advanced SQL, Python, forecasting & classification models, simulation, statistical validation

Platform: Exasol, Airflow, Databricks, Tableau, data pipelines, LLM agents

Domain: Supply chain, master data, inventory & availability, procure-to-pay, S&OP, supplier performance

PROFESSIONAL EXPERIENCE

Senior Supply Chain Analyst | flaconi | Berlin, Germany | Oct 2023 – Present

Analytics lead for Supply Chain and Master Data at a multi-market European e-commerce retailer; partner to Finance, Category Purchasing and Retail Media.

- **Own the analytics function** for Supply Chain and Master Data — the dashboard portfolio, the SQL views and pipelines beneath it, and the standards governing both.
- **Built the team's independence.** Ran a data literacy programme with department leadership — SQL and Tableau training, licensing, support — so people pursue their own ideas rather than handing them to an analyst.
- **AI as leverage.** Deployed LLM agents and a Slack bot giving non-technical teams direct access to inventory, purchase order and onboarding data; extending the approach to master data and replenishment.
- **Analysis that changed decisions.** Showed initial supplier order quantities were undifferentiated by the attributes driving sell-through, resetting how first orders are sized; built alerting that pairs demand spikes with their traffic source.
- **Commercial reach.** Designed and launched a supplier-facing analytics portal turning internal supply chain data into a product sold to suppliers.
- **Governance.** Introduced intake standards, a reporting manifest retiring unread dashboards, and a shared KPI dictionary.

Supply Chain Director | Hayat Market | Tehran, Iran | Nov 2019 – Nov 2022

- Built the analytics function from nothing — first BI roadmap and KPI framework, presented to CEO and Board.
- Business architect for a 60-store SAP ERP rollout; ran simulation to set stocking policy across 5,100 SKUs, and used the new KPI layer to locate capacity gaps and lead upskilling.

Warehouse Executive (acting Country Logistics Manager) | British American Tobacco | Eshtehard, Iran | Dec 2017 – Nov 2019

- Owned the monthly S&OP cycle across Sales, Finance and Production; managed £1.8M–£2.6M logistics budgets and built training for logistics staff.

Head of Planning | BGF / CU Chain Stores | Tehran, Iran | Apr 2017 – Dec 2017

- Built an automated store ordering system for 4,200+ SKUs; modelled cold chain and picking flows in Arena before capital commitment.

Supply Chain Supervisor | Ofogh Koorosh Chain Stores | Tehran, Iran | Mar 2015 – Apr 2017

- Inventory control and replenishment during rapid expansion; defined inventory logic for a Microsoft Dynamics AX rollout.

Earlier: Co-Founder, Lavasan's Smart Homes (2014–15) • Graduate Teaching & Research Assistant, SIUE (2011–13) • Cost Control Expert, HirbodNiroo (2010–11) • Data Analyst, Hormozgan Steel (2009–10)

EDUCATION & CERTIFICATIONS

- Ph.D. Candidate, International Logistics — Constructor University, Bremen (expected 2028; proposal defended)
- M.Sc., Industrial Engineering — Southern Illinois University Edwardsville, USA (GPA 4.0/4.0)
- B.Sc., Industrial Engineering — Iran University of Science and Technology

Certifications: PMI-ACP® (Agile) | Data Strategy (PMI) | SAP S/4HANA | Tableau (NASBA) | SQL | Languages: Persian (native) • English (fluent) • German (A1, in progress)