

ROSA MEHRABI

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EDUCATION

Advanced M.Sc., Financial Markets	2022 – 2023
Solvay Brussels School of Economics and Management	
Ph.D., Entrepreneurship - New Business	2012 – 2018
The University of Tehran	
Dissertation: Phenomenological interpretation of the nature of entrepreneurial opportunities based on the lived experiences of entrepreneurs in the healthcare business context.	
M.Sc., Entrepreneurship Management	2008 – 2011
The University of Tehran	
Dissertation: Identifying the role of cognitive complexity in entrepreneurial heuristic decision making.	
B.Sc., Electrical Engineering - Telecommunication	2001 – 2006
Azad University	

JOURNAL PUBLICATIONS

- **Mehrabi, R.** (2025), A Multilevel Due-Diligence Framework for Advancing U.S. Sustainable FinTech Investment and Financial System Resilience. (Under review).
- **Mehrabi, R.** (2025), From Heuristics to Hybrid Intelligence: AI's Transformative Effects on Entrepreneurial Decision-Making and Opportunity Recognition. (Under review).
- **Mehrabi, R.** (2024), Unveiling the Nature of Entrepreneurial Opportunities: A Systematic Exploration through Conceptual Framework Development. European Journal of Business and Management Research, 09.
- **Mehrabi, R.** (2023), Systematic Literature Review of Sustainable Finance: Implications for Entrepreneurial Finance through Venture Capitals (VC). Economic Analysis 56 (2).
- **Mehrabi, R.**; Yadollahi Farsi, J.; Talebi K. (2019), Interpretation of the Nexus between Entrepreneurs and Entrepreneurial Business Opportunities in the Healthcare context: A Phenomenological Study, International Journal of Entrepreneurship and Small Business, 37(3), 415-433.
- **Mehrabi, R.**; Yadollahi Farsi, J.; Talebi K. (2018), Phenomenological interpretation of the nature of entrepreneurial opportunities based on lived experiences of entrepreneurs in healthcare business context, Transformation Management Journal, (In Persian).
- Mobaraki, M. H.; Colabi, A. M.; **Mehrabi, R.** (2013), Entrepreneurial Decision Making (Qualitative perspective), Tehran: SAMT Publication (In Persian).
- **Mehrabi, R.**; Colabi, A. M. (2012), Investigating impact of motivational and attitudinal characteristics, cognitive biases and heuristics, and demographic factors on the quality of entrepreneurial strategic decision making, Global Business and Management Research: An International Journal, 4 (2), 178-192.
- **Mehrabi, R.** (2012), Entrepreneurial decision-making process in Home-based business, Home-based Business Encyclopedia. (In Persian).
- **Mehrabi, R.** (2012), Women challenge in Home-based business, Home-based Business Encyclopedia. (In Persian).
- Golabi, A. M.; Khodadad, H.; **Mehrabi, R.**; Salamzadeh, A. (2011), Developing Entrepreneurial Marketing Mix: Case Study of Entrepreneurial Food Enterprises, Journal of Knowledge Management, Economics and Information Technology, 1 (5), 75-91.
- Mobaraki, M.H.; Rezaian, A.; **Mehrabi, R.** (2011) Conceptualization Predisposing Factors in Applying Heuristics in Superior Entrepreneurs' Decision-Making Process (Focus Group Methodology), Journal of Entrepreneurship Development, 4 (15), 7-24. (In Persian).
- Mobaraki, M. H.; Rezaian, A.; **Mehrabi, R.** (2011), Identifying influential dimensions affecting the level of decision-maker cognitive complexity. Transformation Management Journal, 4 (8), 125-145. (In Persian).
- Golabi, A. M.; **Mehrabi, R.**; Rezvani, M. (2010). Conceptualizing Marketing Management Process in Knowledge-Based

Businesses: The Case of the Arak Science and Technology Park. *Journal of New Economy and Commerce*, 19, 20- 105-126. (In Persian).

- Khodadad, H.; Colabi, A. M.; **Mehrabi, R.** (2010), Conceptualization of the entrepreneurial decision-making process in small & medium-size enterprises, *Transformation Management Journal*, 4 (8), 52-70. (In Persian).

CONFERENCE PAPERS

- **Mehrabi, R.**; Rahimi, M. (2016); Exploring Process Model of the Successful Start-up Accelerators, 3rd International Conference on New Challenges in Management and Business, Dubai, May.
- **Mehrabi, R.**; Khadameh, S.; Fatahi, H. (2016); The effect of virtual social networks on the startup growth, 3rd International Conference on Entrepreneurship; Emphasizing Improvement the Business Environment, Tehran, February.
- Yadollahi, J.; **Mehrabi, R.**; Zare, M. (2014), an optimized model of opportunity recognition, evaluation and exploration for entrepreneurs, 1st International and 3rd National Student Conference on entrepreneurship, Tehran, March.
- Motavaseli, M.; Colabi, A.M.; **Mehrabi, R.** (2012), Identifying Factors Affecting Entrepreneurial Ethics in Entrepreneurial Enterprises, CAAL International Conference on Business and Management, Turkey, Istanbul, June.
- Rezaeian, A.; **Mehrabi, R.**; Colabi. A. M. (2011), Identifying the effect of cognitive complexity on entrepreneurial heuristic decision making, 3rd Annual Conference of the European Decision Sciences Institute (EDSI), Phuket Thailand, September.
- Khodadad, H.; Colabi, A. M., **Mehrabi, R.** (2011), Identify entrepreneurial branding strategies in small and medium-sized businesses, 6th International Conference on Branding, Tehran, December.

TEACHING EXPERIENCES

Instructor , Entrepreneurship and Business Model Creation Dept. of Industrial Design, Faculty of Fine Arts, University of Tehran	Sep. 2015 – May. 2020
Instructor , Fundamentals of Entrepreneurship Dept. of Entrepreneurship, Faculty of Management, University of Kashan	Sep. 2016 – May. 2018
Teaching Assistant , Entrepreneurial Decision-making Dept. of New Business Creation, Faculty of Entrepreneurship, University of Tehran.	Jan. 2011
Teaching Assistant , Entrepreneurial Marketing Dept. of New Business Creation, Faculty of Entrepreneurship, University of Tehran.	Sep. 2012

PEER REVIEW EXPERIENCES

Ad hoc reviewer , <i>Journal of Entrepreneurship Development</i>	Oct. 2015 – Jan. 2023
ORCID : 0009-0006-2449-043X	
Web of Science ResearcherID : JMP-8865-2023	

WORK EXPERIENCES

Plug and Play Tech Center — Investment Analyst	Sunnyvale, CA Jun. 2024 – Present
<ul style="list-style-type: none">• Designed and optimized scalable data pipelines and ETL workflows, applying robust data manipulation and visualization techniques to enable real-time portfolio KPI tracking and financial performance monitoring.• Participated in the migration of datasets from spreadsheets to BigQuery, working closely with cross-functional teams across the US, UK, and EMEA. Supported data modeling and sprint planning and ensured smooth execution of data management processes.• Collaborated closely with fund managers and venture partners to automate portfolio data processing and develop interactive, AI-enhanced dashboards and data rooms, reducing report generation time by 75% and improving decision-making capabilities.• Maintained high standards of data validation, integrity, and accuracy to ensure consistent financial reporting and adherence to regulatory requirements across diverse fund portfolios.	
Euroclear SA/NV — Financial Risk Analyst and Research	Brussels Jan. 2023 – Feb. 2024
<ul style="list-style-type: none">• Assessed market risks, including Interest Rate Risk, Foreign Exchange Risk, and Fundamental Review of Trading Book, using quantitative analysis techniques for Euroclear Investment Group, Euroclear B2B Bank, and FundsPlace.	

- Performed asset-liability management (ALM) and hedging analysis to evaluate the monthly Enterprise Value of Equity (EVE) and Net Interest Income (NII) analyses, complying to regulatory requirements of risk management, Basel II/III capital requirements.
- Partnered with credit risk officers to evaluate counterparty creditworthiness using the Internal Rating methodology.
- Processed large-scale datasets using Hadoop and integrated them into data pipelines for efficient data processing.

Pioneer Investors LLC — Senior Investment Analyst

Muscat | Aug. 2021 – Aug. 2022

- Applied networking and communication skills to source startup investment opportunities developing 120+ investment thesis.
- Conducted rigorous financial due diligence, including cash flow forecasting, P&L modeling, and balance sheet analysis, to assess credibility, potential ROI, revenue growth, and risk-adjusted return scenarios.
- Built an interactive Power BI dashboard that reduced weekly reporting time from 8 hours to 30 minutes by automating KPI tracking and visualizing portfolio performance.

Investorun — Crowdfunding Investment Analyst

Tehran | Dec. 2020 – Jul. 2021

- Supported companies seeking funding by developing revenue forecasts, cost of sales, operating expenses, and capital expenditures, to express their Levered Free Cash Flow (LFCF).
- Delivered firm valuations leveraging EBITDA multiples, LBO models, DCF analysis, and comparable company benchmarking.

Shenasa Venture Capital — Investment Analysis Director

Tehran | Jun. 2014 – Dec. 2020

- Utilized an in-house agile project management framework to lead the development of 260+ investment memos reported to the Board of Directors, resulting in the acquisition of 5 high-yield investments.
- Leveraged strong public speaking and presentation skills to facilitate meetings with co-investors and startup founders, resulting in the successful pairing of over 10 startup founders with venture capitalists.
- Applied qualitative strategic planning approaches, assisting in the firm's entry into EdTech, FinTech, MedTech, and Digital Health verticals.

Fanap Information Technology — Business Development Associate

Tehran | Aug. 2011 – Apr. 2014

- Worked cross-functionally to design strategic business plans, lean business models, market research, and deliver feasibility studies.

HONORS & AWARDS

Best Idea Award: The First Festival of Superior Technological Ideas, Awarded by Innovation Center of Science and Technology Park, University of Tehran. Nov. 2010

Ranked 2nd M.Sc. students; Admitted for the quota of brilliant talent Ph.D. with full scholarship; Faculty of Entrepreneurship, University of Tehran. Sep. 2012

SKILLS

Expertise

- Qualitative and quantitative research methodologies: Least Squares Structural Equation Modeling (PLS-SEM), Interpretative Phenomenological Analysis (IPA), and Interpretive Structural Modeling (ISM).
- Business Development and Modeling, Business Plan Analysis, Strategic Planning, Marketing research and analysis
- Corporate Finance & Valuation, Financial Risk Management, Venture Capital, Investment Banking, Banking Analysis
- Asset Pricing, Insurance Market, Fintech, Private Equity, Sustainable Finance, Principles of Accounting.
- ML and Data Science for Business Statistics, Business Intelligence, AI, and Agentic AI.

Programming and Tools

- SQL, Python, Power BI, Tableau, Looker Studio, BigQuery, DataFlow, ETL Pipelines, Google Sheets, Advanced Excel.

WORKSHOP ATTENDANCE

Oral Presentation, A Practical Guide to Starting & Running a New Business May. 2017
IEEE Professional Activities & Women in Engineering Committee of the IEEE Section.

Oral Presentation, Generating the Business Model & Value Proposition Design Sep. 2017
IEEE Professional Activities & Women in Engineering Committee of the IEEE Section.

Oral Presentation , How to pitch ideas to the venture capitalist	Nov. 2018
University of Social Welfare and Rehabilitation Sciences; 2nd Festival on Innovation and Technological Entrepreneurship in the Healthcare sector (Health Ino-tech).	
Round Table organizing ; Generating educational technology platforms and startups	Feb. 2019

CERTIFICATES

<u>AI Agents and Agentic AI</u>	Nov. 2025
365 Data Science	
<u>Business Intelligence Professional Certificate</u>	Feb. 2025
Google Certificate	
<u>Database and SQL for Data Science</u>	Apr. 2025
IBM Certificate	
<u>Programming Using Python Certified Course</u>	Dec. 2022
DataCamp Certificate	
An Advanced Certificate of Valuation and Validation of Innovation Finance	Sep. 2020
IRRC Venture Capital Association.	
Certificate of Startup Valuation	Mar. 2017
TAKFA management advisory.	
Certificate of Equity Valuation	Nov. 2014
ARYANA Industrial & Research Group.	