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WORK EXPERIENCE

2006 (July) - Present

Director,
Project-Based
Learning Institute,
California Polytechnic
State University, San
Luis Obispo

- ✓ Develop strategic plan for the Institute
- ✓ Define relationship strategies with the industry
- ✓ Secure funding for student and faculty projects
- ✓ Manage the college-wide educational and research facilities
- ✓ Develop a program in entrepreneurship education

2004-2006 (July)

Vice President of
Business
Development, Mikros
Technologies

- ✓ Developed a preliminary business/marketing plan, refined through market feedback and selected a few high potential segments to target, developed sales infrastructure, designed the web site.
- ✓ Currently working with a handful of Fortune 500 companies to develop new products
- ✓ Managing the IP portfolio, filing for patents, etc.
- ✓ Assist in product design through CFD simulations

2000-Present

Founder,
CoolingZone, LLC

CoolingZone is an information web site for the thermal design community in the electronics industry.

- ✓ Developed it from scratch. Built the web site and promoted it. It now has a membership of over 12000 thermal designers
- ✓ Created an Online Magazine published monthly using a semi-automatic system
- ✓ Developed the concept for a new type of annual conference. This year is the 6th conference.
- ✓ Conceived and developed unique courses in collaboration with subject experts and delivered the courses in the US and Canada

1993-2000

President, Flomerics
Inc.

- ✓ Grew the company from under \$1M revenue to close to \$10M, dominated the market for thermal analysis of electronics, established and managed 4 offices in the United States.
- ✓ Conceived and launched a trade magazine serving the thermal management community, *ElectronicsCooling*. It is now the only trade publication of this industry
- ✓ Developed successful product concepts and worked with the development team to define and deliver the products
- ✓ Formed a Customer Advisory Board to understand the emerging needs of the market
- ✓ Developed corporate licensing policies and managed the negotiation process with the top 20% of the customers
- ✓ Stayed directly involved with the customers through managing the sales force and visiting clients on a

		<ul style="list-style-type: none"> regular basis ✓ Developed relationships with target universities with electronics cooling programs ✓ Developed a consulting and service organization within Flomerics
1991-1993	Vice President, Flomerics Inc.	<ul style="list-style-type: none"> ✓ Developed sales and marketing strategies and implemented a successful selling program ✓ Developed a responsive customer service function ✓ Revised the software training program and created advanced courses
1988-1991	Director of Marketing, Create.x	Managed a full range of marketing activities including sales and contract negotiations
1985-1988	Project Engineer, Create Inc.	Participated in a variety of contract R&D projects, developed and implemented features in the company's CFD software
2000-2005		Adjunct Professor at WPI teaching Thermodynamics, advanced mathematics and engineering design

EDUCATION

Ph.D. Candidate, Department of Social Science and Policy Studies	Have completed the coursework, passed the qualifying exam, working on my thesis on growth and decline in knowledge-based organizations.
Ph.D. in Mechanical Engineering, The University of Iowa, 1985	Thesis: A Numerical method (Computational Fluid Dynamics) for solving incompressible flows
M.S. in Mechanical Engineering, the University of Iowa, 1981	Thesis: Solving boundary value problems using a finite analytic method
B.S. in Mechanical Engineering, AryaMehri University of Technology, Iran	

OTHER ACTIVITIES

Co-founder and President of SUTA (Sharif University of Technology Association)	Alumni association of my undergraduate university, over 2300 members scattered around the world
Co-founder and President, Omeed Foundation	A US non-profit organization for building schools and help with disaster recovery in deprived parts of the world
Music	Founded a group in Boston in 1991, play Nay (a Persian instrument) at semi-professional level. Have played in various concerts in US and Canada. Have produced 2 CDs with a group in Canada

Tennis

Member of the college team in the undergraduate program.
Trained new students.

PUBLICATIONS

Chen, C.J., Sheikholeslami, M.Z., Khalighi, B., Singh, K.; *The Finite Analytic Method, Vol. III*; Iowa Institute of Hydraulic Research, Report No. 232.III, The University of Iowa, Iowa City, Iowa, August 1981.

Hwang, J.C., Chen, C.J., Sheikholeslami, M.Z., Pangrahi, B.K., *Finite Analytic Numerical Solution for a Two-Dimensional Ground Water Solution Transport*, Journal of water Resources Research, Vol. 21(9), Sept. 1985, pp.1354-1360.

Patel, B.R., Sheikholeslami, Z. ND Kothari, K.; *Numerical Modeling of Turbulent Flow Through Orifice Meters*; presented at Int'l. Symposium on Fluid Flow Measurements, Arlington, VA, Nov. 16-19.1986.

Chen, C.J. and Sheikholeslami, Z.; *A Stable and Accurate Finite Analytic Solution for Convection-Diffusion Equation*; Sixth Int'l. Conf. On Mathematical Modeling, St. Louis, MO, August 4-7, 1987.

Chen, C.J., Sheikholeslami, Z., and Bhiladvala, R.B.; *Finite Analytic Numerical Method for Linear and Nonlinear Ordinary Differential Equations*; presented at the Eighth International Conf. on Computing Methods in Applied Sciences and Engineering, Dec. 14, 1987, also J. Computer Method in Applied Mechanics and Engineering, Vol. 40, 1988.

Sheikholeslami, Z., Patel, B.R; *Numerical Modeling of Orifice Meters*; Create Inc., TM-1158, Final report on the work performed for Gas Research Institute, February 1988.

Sheikholeslami, Z., Patel, B.R. and Kothari, K.; *Numerical Modeling of Turbulent Flow Through Orifice Meters, A Parametric Study*; presented at the Second International Conf. on Flow Measurements, May 1988.

Sheikholeslami, Z., Jasinski, T.J., and Fretz, K.; *Numerical Modeling of Chemical Vapor Deposition (CVD) in Horizontal Reactor*; presented at the First Nat'l Fluid Dynamics Congress, Cincinnati, OH, July 1988.

Jasinski, T.J., Sheikholeslami, Z., and Fretz, K.; *Numerical Prediction of Deposition Rate in a Vertical Reactor*; presented at the 1988 Nat'l Heat Transfer Conf., Houston, TX, July 24-27, 1988.

Choudhury, D., Ambrosi, M., and Sheikholeslami, Z.; *Solution of Multi-Dimensional Fluid Flow and Heat Transfer Problems in Body-Fitted Coordinates Using Numerically Generated Grids*; presented at the 1988 Nat'l Heat Transfer Conf., Houston, TX, July 24-27, 1988.

Abbott, G., Blake, K. and Sheikholeslami, Z.; *Feasibility of Using a Knowledge Based Expert System in Computational Fluid Dynamics*; presented at the ASME Computers and Engineering Conf., San Francisco, CA, August, 1988.

Skills

Business Development

Strategy Formulation

Understanding organization's core competencies and their match to the needs of the target market. Defining the market requirements. Developing a road map for entering and dominating the market in specific niches

Product Development

Developing product concepts in collaboration with the target audience, refine the requirements

Marketing

Developing marketing plans and orchestrating the implementation of the plan

Sales

Developing a consultative selling strategy and managing a sales force to acquire long term customers

Negotiation

Managing complex multi-party negotiations with a win-win attitude

Management

Setting goals

Setting financial and growth targets for the organization and developing plans for achieving the targets. Developing budgets and managing P&L

Monitoring and Control

Setting up control and monitoring systems to get continuous feedback about the effectiveness of the plan and make adjustments

Team Development

Hiring the best candidates and nurturing them for success. Manage and direct teams in a participatory decision making process

Coaching

Setting goals for the individuals on a team, coaching them to reach and exceed the goals

Others

Understanding the patent process, ability to work with lawyers to craft patent claims
Systems thinking and modeling using System Dynamics framework. Have studied System Dynamics for over 8 years under professor Khalid Saeed at WPI.
Developing learning materials both for classroom teaching and online delivery
Well-versed in web technology and IT