

SAEED DERAKHSHAN

Senior Software Engineer & Product Manager

Tehran, Iran

saeed.dn69@gmail.com · linkedin.com/in/saeeddn · github.com/Saeeddn

SUMMARY

Senior software engineer and product manager with 12+ years of experience building and evolving enterprise CRM and business platforms for banking and insurance organisations. Hands-on with C#/.NET, Microsoft Dynamics 365, REST APIs, SQL Server, PostgreSQL, Redis and modern backend development with Rust/Axum. Strong background in large-scale enterprise systems supporting 70M+ customers, high-volume communication workflows and hundreds of daily business operations. Progressed from senior software engineering into product ownership and product management while remaining hands-on in development, combining technical expertise with product strategy, requirements engineering, stakeholder management and delivery leadership.

EXPERIENCE

Product Manager | Dotin — Financial Technology Company Oct 2024 – Present

- Own product strategy and roadmap for enterprise CRM solutions used in banking environments, including platforms supporting **20M+ and 70M+ customers**.
- Translate complex banking and insurance business requirements into technical specifications, user stories and deliverable solutions for delivery teams supporting 300+ users.
- Remain hands-on with C#/.NET backend services, REST APIs and Microsoft Dynamics CRM customizations and integrations.
- Define customer lifecycle management, case management, customer validation, interaction workflows and automated communication processes.
- Contribute to CRM solutions for Pasargad Bank, Bank Sepah and Pasargad Insurance, working across both banking and insurance business processes.

Product Owner & Senior Software Developer | Dotin Dec 2021 – Oct 2024

- Owned the product backlog end to end for the Pasargad Bank CRM and Bank Sepah CRM platforms, turning business objectives into prioritised, deliverable work.
- Ran requirements engineering and stakeholder sessions with business owners and converted the outcome into user stories and technical specifications developers could implement without rework.
- Designed customer lifecycle, case management and automated communication flows carrying 100K+ SMS messages per day.
- Delivered Dynamics CRM customizations, integrations and C#/.NET backend services in the same delivery cycles, accountable for both scope and code.

Senior Software Developer | Dotin Oct 2016 – Oct 2023

- Built and maintained the backend and CRM layer of three enterprise banking and insurance CRM platforms: Pasargad Bank, Bank Sepah and Pasargad Insurance.
- Implemented CRM customizations, business logic and integrations with branch systems, customer-facing web channels and external services.
- Kept high-volume flows stable in production: roughly 100K SMS messages per day, ~300 cases per day on Pasargad Bank CRM and 1,000+ daily customer interactions on Bank Sepah CRM.
- Covered the full delivery cycle in Agile teams — estimation, implementation, testing and production support.

Senior Microsoft Dynamics 365 Developer | Go Licence — Freelance Jan 2021 – Jul 2024

- Designed and delivered Microsoft Dynamics 365 Sales solutions with custom workflows and business process configuration.
- Developed custom C#/.NET components and integrations around Dynamics 365.
- Worked directly with client business stakeholders on requirements, CRM customization and enterprise application integration, as the sole technical owner of the engagement.

- Developed enterprise CRM and business applications using C#/.NET and SQL Server.
- Implemented CRM customizations, business logic and data-access components, and integrated the CRM with external business services.

- Developed business applications using C#, .NET and SQL Server, including business logic and data-access components for enterprise environments.

SELECTED PROJECTS

Pasargad Bank CRM — Enterprise CRM for ~20M customers and 150+ direct users, with branch and web-service integrations

- Backend services and CRM integrations across the customer lifecycle.
- Case management and automated communication workflows: ~100K SMS messages/day, ~300 cases/day.

Bank Sepah CRM — Enterprise CRM for ~70M customers and 300 users

- Customer interaction and service workflows, customer validation and case registration.
- Integration with external services; 1,000+ daily interactions registered through the platform.

Pasargad Insurance CRM — CRM for insurance representatives, branches and employees

- CRM and external-service integrations, plus customer-facing web integration.
- Customer feedback and survey workflows; campaigns reaching ~3,000 customers each.

CRM Quality Inspector — Quality-assessment platform — Rust, Axum, PostgreSQL, Redis, Docker

- Quality scoring with configurable evaluation dimensions, issue and root-cause management.
- Backend API and database architecture; agent assessment and reporting.

AI Marketing Automation — AI-assisted marketing and customer engagement platform

- AI-assisted content generation for SMS, Email, Instagram, Telegram, WhatsApp and landing pages; campaign management, performance tracking and preferred-channel analysis.

TECHNICAL SKILLS

Dynamics 365 / CRM: Microsoft Dynamics 365, Dynamics CRM, CRM customization & integration, custom workflows, business process configuration, C#/.NET components around Dynamics 365

Backend: C#, .NET, ASP.NET, REST APIs, Rust, Axum

Databases: SQL Server, T-SQL, PostgreSQL, Redis

Architecture: Clean Architecture, SOLID, design patterns, DDD concepts, API development, system integration

DevOps & tooling: Docker, Docker Compose, Linux/Ubuntu, CI/CD, Git, GitHub

Engineering practice: Automated testing, unit & integration testing, production support

PRODUCT & LEADERSHIP

Product strategy · Roadmap planning · Product backlog ownership · Requirements engineering · User stories & acceptance criteria · Stakeholder management · Agile/Scrum · Technical leadership · Cross-functional delivery · Enterprise solution architecture

EDUCATION

Fars Science and Research University — Associate Degree, Gas Chemistry

Accompanied by 12+ years of professional software engineering and Microsoft Dynamics delivery experience.

LANGUAGES

Persian — native · **English** — professional working proficiency

ADDITIONAL

Strong interest in AI-assisted software engineering, distributed systems, cloud-native architectures and modern software engineering practices.