

# Parinaz Pakniat, M.A.Sc., P.Eng.

<https://parinazpakniat.com/>

## EXECUTIVE ENGINEER

Proven Leader with 15 years of experience possessing expertise in strategic planning and execution of work within large companies in highly competitive industries. Effective at leading professionals by following the organization's mission and by nurturing a collaborative environment. Passionate to boost company revenue through market analysis, devoted to motivate and train the next generation.

## WORK EXPERIENCE

### PAKVILLE, MONTREAL, QC



PakVille is a startup that brings innovative solution to the housing construction market.

- Founder and CEO (Sep 2023 to present)
  - Key Achievements:
    - ✓ Company launch: Successfully founded and registered PakInnovate, taking the first crucial step into entrepreneurship.
    - ✓ Product development: Conceived and launched the company's flagship product, PakVille, a line of prefabricated rooms.
    - ✓ Website deployment: Successfully launched the PakVille website to showcase the product and attract potential clients.
    - ✓ Local collaboration: Established partnerships with local fabricators for MVP production, securing a supply chain for initial product rollout.
    - ✓ Business planning: Developed a comprehensive business plan, including market analysis, revenue streams, and growth strategies.
    - ✓ Sustainability focus: Aligned PakVille's business model with UN Sustainable Development Goals, emphasizing sustainable construction methods and materials.
    - ✓ Financial planning: Developed financial models and budgets to guide the business through its initial phases and future growth.

### CANAM GROUP, GREATER MONTREAL, QC



Canam Group specializes in designing and fabricating metal components for the North American construction industry. The company is active in the sectors of building construction, structural steel construction and bridge construction.

- Commercial Innovation Manager (Oct 2020 to May 2023)  
Reported to VP of Sales

## CONTACT

Website: [parinazpakniat.com](https://parinazpakniat.com)  
Cell: (514) 885-1361  
[Pak.Parinaz@gmail.com](mailto:Pak.Parinaz@gmail.com)  
LinkedIn: [Profile](#)

## EDUCATION

Mini-MBA  
McGill Executive Institute,  
Montreal, QC (April 2023)

Master of Applied Science in  
Civil Engineering – Infrastructure  
Management  
Concordia University, Montreal,  
QC (Sep 2008)

Bachelor of Science in Civil  
Engineering  
Power & Water Institute of  
Technology, Tehran, (Sep 2004)

## COMPETENCIES

- ✓ Strategic planning
- ✓ Business development
- ✓ Market research
- ✓ Negotiation
- ✓ Construction industry

## PROFESSIONAL ORDER

Ordre des ingénieurs du Québec  
(member # 5001932) (2011)

## CERTIFICATES

Canam Leadership Deployment  
Program École  
d'Entrepreneurship de Beauce,  
Saint-Georges, QC (Apr 2016)

Lean manufacturing – white belt  
training, Canam Group,  
Boucherville, QC (2013)

Health and Safety on Site,  
ASP Construction, Montreal,  
QC (2008)

## YEARS OF EXPERIENCE

15

- Key Achievements:
  - ✓ Successfully defined the very first digital strategy of the company by using new generation of strategy tools.
  - ✓ Planned and executed the first e-commerce platform of the company in less than 6 months.
  - ✓ Developed a detailed marketing plan based on comprehensive understanding of customers' needs.
  - ✓ Identified over 10 key product differentiators by following customers' motivations and market opportunities.
- Main Tasks:
  - ✓ Reduce risk in business development by having all activities grounded on the marketplace.
  - ✓ Conduct video-based market research and bring the findings to the heart of decision making.
  - ✓ Research and identify growth opportunities.
  - ✓ Identify and connect with stakeholders within the building construction in the industrial, commercial and institutional sectors.
  - ✓ Continually research targeted customer profiles and needs to develop better building solution offers.
- Manager Projects Coordination (Jan 2019 to Oct 2020)  
Reported to Senior VP of Operations
  - Key Achievements:
    - ✓ Successfully shifted the strategic plan of 2019 and 2020 towards higher revenue and shorter lead time.
    - ✓ Successfully negotiated over 15 disputes and reduced back-charges by an average of 80%.
    - ✓ Reduced fabrication time frame of numerous projects by 20% through establishing a reliable network of six new suppliers.
    - ✓ Implemented the first Master Planning tool in the company to foresee the workload impact of potential projects on each department.
  - Main Tasks
    - ✓ Head of project management department.
    - ✓ Negotiate disputes, change orders, and back-charges.
    - ✓ Plan and control budgets and deadlines.
    - ✓ Manage supply chain (internal and external companies), including product management, customer relationship, partners, suppliers, and engineers.

## MAGEBA INTERNATIONAL, MONTREAL, QC

### mageba

mageba is a globally present specialist and manufacturer of high-end steel mechanical components used in state-of-the-art buildings, bridges and infrastructures. The company is headquartered in Switzerland and has local offices in over 45 countries.

- Area Manager – Canada (Jan 2018 to Nov 2018)  
Reported to CEO of mageba
  - Key Achievements:
    - ✓ Established Canadian Division of the company, including, opening the very first office in the country.
    - ✓ Developed multi-level strategic relationships with key customers and suppliers at a national level.
    - ✓ Successfully developed market plan by defining market segments and clients' preferences.
    - ✓ Exceeded marketing goals by having over 65 client visits in 9 months.
    - ✓ Exceeded annual sale's goals by 25%.
  - Main Tasks:
    - ✓ Developed the marketing plan and implemented the marketing strategy.
    - ✓ Achieved the annual budget (sales, revenues, EBIT).
    - ✓ Managed commercial and technical offers, from offer proposal to procuring projects.
    - ✓ Developed, improved and implemented processes, templates and other material required for the successful execution of all projects in Canada.
    - ✓ Well managed the team assigned to the Canadian market.
    - ✓ Reported to the CEO of Mageba, including cash flow reports, monthly update on sales, and weekly reports of activities and objectives.

## CANAM GROUP, GOODCO Z-TECH DIVISION, LAVAL



- Key Achievements:
  - ✓ Motivated the technical team and reduced employee turnover to less than 2% over 4 years.
  - ✓ Quickly identified as a high potential candidate for managerial positions and promoted to the head of Engineering Department at the age of 31, the youngest manager at Canam at the time.
  - ✓ Successfully changed the design method of the products shortly after joining the company.
  
- Engineering Manager (Dec 2013 to Jan 2018)
  - ✓ Supported the business in its planning and forecasting activities (roughly 200 projects per year).
  - ✓ Managed project proposals; from cost estimation to meeting the clients and finally obtaining contract.
  - ✓ Managed, supported and provided direction to Engineering & Drafting Departments.
  - ✓ Defined KPIs and planed for achieving the performance objectives.
  - ✓ Provided technical support to production, purchasing and sales departments.
  - ✓ Managed public-private partnership projects, such as Turcot Interchange Project in Montreal, QC.
  
- Design Engineer and Leader of R&D Projects (Feb 2011 to Nov 2013)
  - ✓ Prioritized R&D projects, prepared schedules and followed progress.
  - ✓ Conducted research and development of new products and improvement of existing products.
  - ✓ Managed numerous Kaizens.
  
- Design Engineer (Jan 2010 to Jan 2011)
  - ✓ Designed bridge bearings for over 40 projects per year and issued shop drawings.
  - ✓ Estimated cost of bridge bearings.
  
- Junior Engineer (Nov 2008 to Dec 2009)