Ali Kordasti

Process Improvement and Operations Transformation

Winnipeg, MB | kordasti.com | linkedin.com/in/kordasti

Operations leader with an industrial engineering background and 20 years of experience in manufacturing and multi-site services. Designs and implements operating processes, including the tools, responsibilities and performance measures teams use to sustain them.

Core Skills

Stakeholder engagement, requirements elicitation, requirements analysis and definition
As-is and to-be process mapping, process redesign, documentation and change implementation
Continuous improvement, standard work, capacity planning and root cause analysis (RCA)
KPI design and benefits measurement, workflow automation and digitization, digital prototyping
Professional use of AI across business analysis and operations

Professional Experience

System Salar Caspian

Managing Director and Board Chair | 2020–2024 (concurrent)

- Increased protective mask production from **5,000 to 100,000 units per day** in six months by identifying the material bottleneck and securing a direct supply agreement for meltblown fabric.
- Established just-in-time flow for key raw materials and introduced role-based checklists and work schedules for 20 production staff.
- Led product certification work on two respirator lines under KF94 and EN 405 standards.

Kordasti Cultural Institute

Founder and Managing Director | 2003–2024

- Increased enrolment conversion from **approximately 35% to 70%** by redesigning intake around a workshop where prospective students could experience the teaching method before registering.
- Standardized recurring work for 35 staff across three branches with role-based checklists and schedules, enabling teams to run daily operations without day-to-day supervision.
- Designed a 20-indicator instructor performance system combining lesson observation and student feedback. Weekly rankings informed instructor compensation.
- Tested a weighted scoring model in Excel and built a web-based decision platform used to evaluate **more than 100 proposals** submitted by staff and learners.
- Moved all three branches to Moodle within one month without losing a teaching day for approximately 300 learners. Created on-demand walkthroughs to support staff and learners.
- Designed telephone-based English placement and remote enrolment workflows, including payment initiated by text message.

Professional Experience Continued

Damagostar Industrial Manufacturing

Marketing Director, later Business Development Strategist | 2005–2024 (concurrent)

- Built the company's strategic planning and operating framework. Created its Business Model Canvas (BMC), conducted a SWOT analysis and defined key performance indicators (KPIs), job responsibilities and annual work plans.
- Managed implementation of a just-in-time warehouse and built an Outlook-based system for tracking internal and external relationships.
- Assessed opportunities in industrial cold storage, dairy and beverage markets. Used competitor research and revenue targets to shape growth plans.

TrackTest

Independent Representative | 2018–Present

- Manage country representation for a SaaS platform that delivers English proficiency assessments, with approximately 40,000 free placement registrations to date.

Volunteer Experience

IIBA Winnipeg Chapter

Organizational Outreach and Engagement | 2026–Present

- Developing an employer outreach framework covering needs assessment, follow-up and referrals. Defined requirements for a tablet-friendly form to capture meeting information and support reporting.

Education and Professional Development

BSc in Industrial Engineering, Planning and Systems Analysis
IA University, 2004

Business Analysis and Modelling, MPT Academy, 2020

Tools

Microsoft Office (Word, PowerPoint, Outlook and Excel)
Advanced Excel modelling and automation, weighted scoring models and KPI dashboards
Lucidchart (process mapping), Jira and Confluence (work tracking and documentation), Microsoft Project
HTML, CSS, web design and prototyping, Moodle
Hands-on experience with PHP, MySQL and Microsoft SQL Server