

# HOMAYOUN ASSADI-LANGROUDI

Chairman and President (multiple companies)

Author and Visiting Professor

41 years' experience in Shipping and Logistics | 38 years senior management experience |

[LinkedIn](#) | [Personal web](#) | [YouTube](#) | [Instagram](#) |

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Qualifications & Degrees	Employment track	Authorships	Public roles, & Leadership	Education (Teaching)	Philosophy

## 1 QUALIFICATIONS & DEGREES

B.A., D.E.A., D.E.S.S., MSc.,  
Fluent in Farsi, English, and French

1978	KEDGE Business School, Marseilles	Postgraduate Professional Degree in Maritime & Int'l Transport
1977	Tech Univ. of Montpellier II	D.E.S.S. Corporate Management
1976	University of Montpellier I	D.E.A. Economic Planning
1974	Tehran Business School (Allameh Tabataba'i University)	B.A. Business Administration <i>Summa cum laude</i>

## CPD: Continuous Professional Development

2023	University of East London	Supply Chain Management
2020	Delft Univ. of Technology	Sustainable urban freight transport, a global perspective
2006	University of Tokyo	Green productivity

## 2 EMPLOYMENT TRACK

*41 years of experience, of which 38 years has been as project/corporate senior management, Interalia, ex Liner Agencies Shipping or Marketing Branch (Agencies)*

Manager Agent for International Shipping, Transport		
1979 - 1991	CMB Line – Belgium	<b>Assistant Shipping Manager</b> Regular container service from North and South Europe to Middle East.
	Gas Ocean – France	<b>Assistant Shipping Manager</b> operating LPG carriers from Persian Gulf to any destination around the globe.
	Mitsui O.S.K. Line – Japan incorporated into ONE Alliance these days	<b>Shipping Manager</b> Plus Ellerman City Liners, all container lines plying between Europe, Japan, Far East and Southeast Asia to Persian Gulf.
	Merzario Lines – Italy	<b>Shipping Manager</b> container line mainly from Mediterranean area to Persian Gulf
	Concordia Lines – Argentina	<b>Shipping Manager</b> operating conventional and bulk carrier vessels from South America to Persian Gulf.
	Hamro Shipping Corp – Iran	<b>CEO</b>

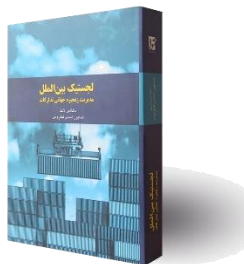
		Ship broker to iron and steel traders operating super handy max vessels from mainly European origins to Iran.	
	Hansa Linie & Hapag Lloyd – Germany	<b>Marketing Manager</b>	
	P&OCL – U.K.	The Field of activity for all of these lines are very similar to CMB.	
Founder, President, and CEO Transport and Freight Forwarding (Holdings and Corps)			
1988-2020	Shib International Shipping and Forwarding Co. S.A.	<b>Founder, Chairman</b>	
		Line of business: contract and industrial projects Logistics mainly in Oil and Gas and Energy industries acting as Iran sub-contractor.  Large <u>domestic projects</u> include but not limited to: six combined cycle power plants, some power sub-stations, wind energy fields, South Pars Energy Zone phases 1+2+3, Ahwaz oil pipe industry, multiple dam projects in various provinces, multiple water pipelines projects  Large <u>international projects</u> include but not limited to: Logistical support to water pipes shipment to Saudi Arabia and Iraq, Logistical support to telecommunication pipes project in Pakistan, Logistical support to road construction project in Pakistan, Cotton Logistics project in Turkmenistan, Fuel oil and gas projects in Iraq, Tobacco project in Armenia, CBU car project from Turkey to Iran, Terminal handling project in Azerbaijan, Road transport management between Iran and Pakistan, Road transport management between Iran and Italy Road transport management between Turkey and Kurdistan  Complex <u>international logistical projects</u> include but not limited to: Express movement of oil well digging equipment through innovative combined sea-road-sea route to south France  Land mine discovery and removal equipment shipped for Halo Trust to Afghanistan.  Raw cotton trans-national rail and road shipment from Turkmenistan to Pakistan through disputed lands of Afghanistan.	
2007 - 2020	Shib-Shahab Air Logistics Co. Ltd.	<b>Chairman</b>  Line of business: Providing air freight agency services and contracting followed by inland transport to final destination both on import and export.	
2003 - 2020	Terminals  Terminals Corporation of Iranian International road transport and forwarding companies	<b>Board of Directors, Chairman</b>	
		Line of business: providing transport insurance for large corporations in Iran  2003-2005 2017-2018 2017-2020	<b>Chairman elect</b> of ITC Terminals Co. PJS <b>Board member</b> of ITC Terminals Co. PJS <b>Chairman</b> of Iran Hami Insurance Brokers

2005 - today	Veresk Railcars Co.	<b>Founder, Chairman</b>  Running c.300 rail cars consisting of tanker wagons carrying vegetable oil, fuel oil, gas oil, base oil on domestic and inland routes and c.82 LPG carrier wagons in LPG networks on domestic routes.  LPG trade and logistics between Iraqi Kurdistan on one side and Armenian, Pakistani and Georgian buyers on the other side.
Research and Development Independent Logistics Advisor		
2018 - today	National Pension Fund IRISL NITC Asseman Airlines Gulf Agency Iran branch Jahad Fajr Road transporters Public Warehouses Corp Aras Tarla Amin Greenhouse cultivation	<b>Head of Research</b>  (Details are subjected to NDAs and are confidential)

### 3 AUTHORSHIPS

2005 International Logistics, Global Supply Chain Management

1st ed. 2005  
2nd ed. 2017  
3rd ed. 2018  
p.850



Homayoun Assadi-Langroudi  
Independent researcher  
&  
Douglas Long  
University of California, San Francisco

2015 International Transport under Legal, Documents and Risk Management Angles

1st ed. 2015  
2nd ed. 2017  
3<sup>rd</sup> ed. 2023  
p.550



Homayoun Assadi-Langroudi

2016 Logistic Centres at Sea and Dry ports (from theory to practice)

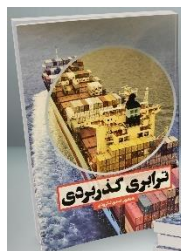
1st ed. 2016  
p.403



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2017 Transit Transport

1st ed. 2017  
p. 350



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### 4 PUBLIC ROLES & LEADERSHIP

1998 – 2010	International Transportation Companies Association ITCA <b><u>Board member</u></b>
2000 – 2000	National all-modes-transport forum <b><u>Secretary General</u></b>
2003 – 2006	Iran Chamber of Commerce, Industries and Mines <b><u>Vice-President</u></b> of Economy, Banking, and Insurance Commission Elected member of Board of delegates (highest vote ever since 1979)
2009 – 2010	International Transportation Companies Association ITCA <b><u>Secretary General</u></b>
2010 – 2012	Iran High Council of Transport Strategy (National Expediency Council) <b><u>Member</u></b>
1998–2000	Iran Chamber of Commerce, Industries and Mines Arbitration House
2019-2022	Iran Confederation of International Transport Companies Associations <b><u>Official Arbitrator</u></b>
2020 –2022	Iran Chamber of Commerce, Industries and Mines Logistics and Transportation Commission <b><u>Honorary Advisor</u></b>

Over the past >40 years of practice, I have been awarded, multiple times, appreciation letters signed by Deputy Ministers, Managing Director of Ports & Maritime Organisation, and Deputy Minister in charge of Transport and Terminals. I continue to give frequent vocational training courses at the Ministry of Roads and Transport training centre, also in many universities, Iran Shipping Association, and Iran International Transport Companies Association. Since 1988, I have and continue to give televised interviews, and write for technical journals, including Transport Magazine, M.R.T, Tarabaran Periodic, Sanat Hamlo Naghl, and Rahbaran Periodics.

## 5 EDUCATION (TEACHING)

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I am Visiting Professor in a number of Universities across Iran. Higher Education institutions I am affiliated with University of Tehran, Sharif University of Technology, University of East London and Iran Open University (Tehran South).

I also conducted CPD courses for Iran Centre for Export Promotion, Kish Free Zone Administration, Road Transport and Terminals Org. (both for road haulier applicants and the staff of RTTO), International Transport Companies Association (ITCA), Khorrasan International Transport Association, and Iran Shipping Association.

## 6 PHILOSOPHY

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Logistics is both a must for businesses insofar as supply chain management and control prerequisites are concerned and a mine to extract revenue or techniques to contain costs. This is a field not to neglect as the cost of underestimation shall pay hard on the operation of any business. Hence competitiveness equals paying a decent role in thinking logistics in order to manage, control and master the supply chain. I am on the belief that there is no single business around the globe that there could not be some money and time saving extracted once the top managers look into their supply chain at first, second and further layers. The COVID crisis proved that those who used to downplay their logistics, paid hard in hot bills at the end of the course with unhappy clients.