# Sepehr Zarnegar (he/him)

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## EDUCATION

Warwick Business School, University of Warwick — Coventry, United Kingdom
**MSc Management of Information Systems and Digital Innovation** — Sep 2024 - Sep 2025

- Modules included: Data Analytics & Artificial Intelligence, Programming for Data Analysis, Research Methods (Distinction)
- Awarded University of Warwick Departmental Scholarship

University of Tehran — Tehran, Iran
**BSc Industrial Management** — Sep 2019 - Aug 2023

- Grade: 17.43/20, ranked top 10% of the cohort

## TEST SCORE

**GRE**: 170 Quantitative (94%), 161 Verbal (87%), 3.5 Analytical Writing

## RESEARCH & ACADEMIC EXPERIENCE

Warwick Business School — Coventry, United Kingdom
**MSc Dissertation Research** — 2025
**Topic: Accountability for Agentic AI in Workplace Decision-Making: From Transparency to Enforceability**

- **Methodology:** Conducted a reflexive thematic analysis of regulatory texts (EU AI Act, NYC AEDT), industry standards (ISO/IEC 42001, IEEE 7000), and corporate governance policies from 2015–2025
- **Theoretical Contribution:** Operationalized accountability as a dual function of 'answerability' and 'enforceability', finding that prevailing transparency mechanisms (logs, documentation) fail to ensure accountability without institutional authority to sanction
- **Framework Development:** Constructed a novel Interoperability Map that integrates ISO/IEC governance standards, IEEE design specifications, and GAO/IIA audit protocols into a unified evidentiary pathway for AI assurance
- **Practical Impact:** Designed diagnostic tools, specifically a "Minimum Evidence Bundle" for bias assurance and a "Meaningful Human Control Test" (veto power, access rights) to mitigate delegation risks in agentic workflows

University of Warwick, Monash University — Remote, United Kingdom & Australia
**Data & AI Strategy project for ALLNEX** — May 2025 - Jul 2025

- Designed and executed a qualitative research study identifying barriers to AI adoption and knowledge management
- Conducted semi-structured interviews (N=9) with cross-functional stakeholders to evaluate user acceptance of the "DNA" (Data, Analytics & AI) SharePoint platform
- Performed thematic analysis to categorize adoption barriers, identifying four critical friction points: technical/UX accessibility, community isolation, content fatigue (podcast length), and lack of multi-channel visibility
- Developed a "Hypothesis Matrix" to segment communication strategies by age demographic (17-40 vs. 40-70), job function (Blue vs. White collar), and linguistic proficiency, effectively applying audience segmentation theory to internal corporate communications

University of Tehran — Tehran, Iran
**Teaching Assistant – Strategic Management** — Sep 2019 - Aug 2023

- Assisted in preparing and delivering seminar material, including guiding students through case discussions
- Collaborated with the course instructor to refine teaching materials and update learning resources
- Supported student learning by answering questions, clarifying course content, and providing one-on-one academic assistance

## PROJECTS

**Bitcoin-Equity Gap Forecasting | Live Demo | GitHub**

- Investigated whether Bitcoin weekend price movements help explain subsequent opening gaps in crypto-linked equities (COIN, MSTR and MARA), using 156 weekends of cryptocurrency and equity market data
- Designed a leakage-controlled chronological forecasting framework using expanding-window OLS models, benchmark comparisons and out-of-sample evaluation rather than random train/test splitting
- Evaluated predictive performance and uncertainty using MAE/RMSE, directional accuracy, historical benchmarks and block-bootstrap confidence intervals; explicitly examined temporal dependence, information timing and alternative explanations
- Developed a reproducible Python/SQL research pipeline with validation tests covering market calendars, daylight-saving transitions, data leakage and target construction

**E-commerce Purchase Audit | GitHub**

- Examined whether customer, product and interaction attributes provide sufficient evidence for reliable purchase prediction using an e-

commerce dataset

- Built and evaluated logistic regression, random forest and gradient-boosting models against no-skill baselines using cross-validation and an untouched test set
- Identified post-outcome data leakage and major measurement limitations; found that the selected model failed to outperform a no-skill benchmark (test ROC–AUC = 0.468) and concluded that deployment was not supported by the available evidence
- Translated the negative result into a proposed data-collection framework covering sessions, behavioural events, purchase horizons and future time-based validation

## AWARDS & CERTIFICATIONS

**Google Data Analytics Professional Certificate** 2026

**Warwick Award** 2025

- Official university recognition for outstanding employability and professional development, awarded for excellence in analytical thinking, digital literacy, leadership, and teamwork across academic and professional activities

**Warwick Volunteer Award** 2025

- Developed skills in teamwork, intercultural communication, and collaboration

**Certificate from Allnex** 2025

- Monash University & Warwick Business School for International TeamWork Programme

Scholarship for academic excellence from Warwick Business School 2024

Full scholarship from University of Tehran for four years, bachelor of science degree 2019

Ranked within the top 1% in Iranian University Bachelor Entrance Exam among more than 700,000 participant 2019

## SKILLS & INTERESTS

- **Technical**: Python, SQL, Excel, Tableau, Power BI, Notion, Canva, Qualitative & Quantitative Data Analysis, Microsoft Office Suite
- **Languages**: English (Fluent), Persian (Native), Arabic (A2), Chinese (HSK2)
- **Interests**: Violin, Theatre, Basketball

## PROFESSIONAL EXPERIENCE

**Business Strategy Intern** Aug 2023 - Oct 2023

BAT Pars (FMCG & Tobacco Manufacturing Company), Tehran, Iran

- Led competitive intelligence and transaction data analysis across 10+ brands, building an Excel model with INDEX/MATCH and dynamic pivot tables to identify market entry requirements and surface 3 key strategic findings
- Designed and administered consumer surveys across 200+ respondents, analysing behavioural data to generate positioning insights that informed brand strategy across the product portfolio

**Business Analyst Intern** May 2023 - Jul 2023

Eastcool (Iran's Leading Home Appliances & Refrigeration Manufacturer), Tehran, Iran

- Automated sales and inventory reporting using Power Query and PivotTables, reducing repetitive manual analysis
- Developed forecasting models using historical sales data and regression to support demand and inventory planning
- Explored machine learning approaches for sales forecasting using Python, pandas, and scikit-learn

## EXTRA-CURRICULAR EXPERIENCE

**Head of Student Union**, University of Tehran Sep 2022 - Aug 2023

- Organized 4 industry and manufacturing site visits for students, aligning with course modules
- Recruited 16 new members, expanding association's reach and engagement
- Raised 180% of required sponsorship for the Graduation Event, covering all expenses and donating surplus
- Organized introductory events to familiarize new bachelor's students with faculty facilities and resources

## REFEREES

**Dr Marjolaine Rostain**, Assistant Professor of Information Systems Management & Analytics, Warwick Business School, University of Warwick, mailto:Marjolaine.Rostain@wbs.ac.uk, +44 24 7615 1810

**Dr Bo Kelystin**, Associate Professor of Information Systems Management & Analytics and MSc MISDI Course Director, Warwick Business School, University of Warwick, Bo.Kelestyn@warwick.ac.uk, +44 24 7652 8237