

Dr. Mehrdad OmidSalari

Medicinal Plants & Biotechnology Specialist •
Entrepreneur & Business Consultant • Educator •
Founder, Dr Omid AI



Executive Profile

Multidisciplinary specialist, educator, consultant and executive working across medicinal plants, horticulture, biotechnology, entrepreneurship, commercialization, professional education, sports coaching and AI-enabled knowledge systems.

2,000+

hours of advanced training

3,500+

hours of teaching

10,000+

specialist consulting hours

15+

years of consulting

Core Expertise

Medicinal Plants & Herbal Industry

Biotechnology & Molecular Genetics

Commercialization & Value Chains

Entrepreneurship & Business Development

Marketing, Branding & Market Development

Scientific & Applied Research

University & Vocational Education

Leadership & Coaching

Badminton Coaching

Specialist AI Ecosystems

— Strategic Roles

2015-Present

President, Isfahan Branch of the Iranian Medicinal Plants Society

2007-Present

Vocational Instructor, Iran Technical and Vocational Training Organization

June 2026-Present

Founder & Developer, Dr Omid AI Ecosystem

15 years / 10,000 hours

Specialist Consultant, Medicinal Plants & Commercialization

— Education

2016-2020

Doctorate in Biotechnology & Molecular Genetics of Horticultural Products

Islamic Azad University, Isfahan (Khorasgan)

2021-2022

Doctorate in Business Administration (DBA)

Jahan Higher Education Institute

2009-2011

MSc, Horticulture - Medicinal, Spice & Beverage Plants

Islamic Azad University, Jahrom

2002-2006

BSc, Agricultural Engineering - Horticulture

Islamic Azad University, Isfahan (Khorasgan)

Selected Leadership & Professional Experience

2015-Present

President, Isfahan Branch - Iranian Medicinal Plants Society

Leads education, scientific networking, industry-academia collaboration and specialist events.

2007-Present

Vocational Instructor - Iran Technical and Vocational Training Organization

Applied teaching in medicinal plants, greenhouse production, horticulture, GPS, entrepreneurship, marketing and commercialization.

2017-2022

University Lecturer

Taught medicinal plants, genetics, plant breeding, specialist English and traditional-medicine-related academic content.

2017-2020

Founder & Former Managing Director - Hekmat Pars Spadana Iranian Co.

Managed medicinal-plants, education, entrepreneurship, branding, e-commerce and market-development initiatives.

2018-2020

National Secretariat Manager - Union of Scientific Medicinal Plants Associations

Supported national coordination of scientific-association activities.

From 2026

Founder & AI Ecosystem Developer - Dr Omid AI

Develops specialist assistants for business, medicinal plants, insurance, badminton, chess and coaching.

— Research, Publications & Scientific Evaluation

2

authored books

31

training and competency
standards

88+

documented project evaluations

5

peer-reviewed congress papers

- Authored Alem-e Alam and Principles of Oil Extraction from Medicinal Plants.
- Authored 30 short-term training standards and a competency standard for vertical production of medicinal plants in limited spaces.
- Multi-year evaluation of knowledge-based medicinal-plant projects during National Research Week programs.
- Research and presentations on cultivation and processing, Oolong tea, value chains, knowledge-based companies, and antimicrobial and antioxidant potential.

Selected Scientific Works

Medicinal Plants Suitable for Cultivation and
Processing with a Marketing and Trade Approach

Oolong Tea: From Harvest to Market

Challenges and Opportunities for Knowledge-Based
Companies in Medicinal-Plant Production, Markets
and Trade

Antimicrobial and Antioxidant Potential of Medicinal
Plants in the Food Industry

— Teaching & Professional Development

- More than 3,500 hours of teaching across universities, vocational education, scientific associations and specialist training centers.
- More than 60 university, vocational, workshop and extension engagements in medicinal plants, horticulture, greenhouse production, entrepreneurship and commercialization.
- Professional development in ACT, coaching, strength and conditioning, and Level 3 badminton coaching.
- Additional training in TRIZ, GIS, greenhouse and orchard management, pedagogy and training-center management.

— Honors & Recognition

2025-26

National runner-up as coach of the Yazd Province boys' doubles badminton team

2022

Nominee, Ten Outstanding Young Persons (TOYP)

2018

Outstanding Young Entrepreneur, Isfahan Province

2017

Elite Student in Entrepreneurship

2006

Outstanding Young Innovator, Isfahan Province

Multiple years

Outstanding Scientific Student, Islamic Azad University

— Current Strategic Projects

01

Dr Omid AI - central and specialist assistants

02

Medicinal Plants & Agribusiness Development

03

Omid Badminton Academy

04

Business Consulting & Entrepreneurship Development