



Tiyasa Saha

E-Mail: dx25tiyasas@iima.ac.in Mobile: +971 585813664 LinkedIn: [linkedin.com/in/tiyasasaha](https://www.linkedin.com/in/tiyasasaha)

Summary

Product-focused technology professional with 8 years of experience in building and scaling AI-driven digital solutions in fintech, banking, and enterprise platforms in MENA and Europe. Expertise in product design, personalized marketing, roadmap building and cross-functional leadership. Proven ability to deliver strategic market inroads, measurable business impact and sustainable growth.

Industry Project

Building a RE CX Product | Grid Properties | Dubai, UAE (Ongoing) 2026

- Conceptualized and prototyped app-based CX solution targeted at real estate developers to reinvigorate relationship with customers
- Strategic focus to establish transparency and accessibility; leading to improved perception, collection efficiency and upselling opportunities
- Developing 0-1 and 1-10 business models: conducting technical feasibility, development costing, operational planning, market feedback
- Translated research insights into feature board, UI design, GTM strategy, monetisation model; projecting ~\$300K Year 1 revenue

Professional Experience

Sales Engineer | Crayon Data | Mumbai, India Oct 2022 – Jun 2025

- Drove solution discovery and design for 10+ AI transformation initiatives across MENA, India, and APAC worth \$30+ Mn
- Spearheaded AI-driven concierge platform strategy for a leading MEA airline; boosting engagement and card spend by 20%
- Led development of hyper-personalized user journeys of the AI-enabled app for a UAE bank; enhancing loan penetration by 15%
- Designed an AI-powered super app for a leading MENA bank; driving 2X engagement, higher redemption, and 1.4x spend
- Defined GTM, pricing strategy for device financing business in Africa with a leading distributor; projecting \$2.5 Mn from 150K+ customers
- Shaped design of a digital wallet, defining journeys, KYC onboarding, and compliant payments for Saudi and Islamic banking
- Orchestrated cross-functional teams across product, data and clients to deliver scalable AI solutions from discovery to launch
- Recognized with the Crayon LEAP Award (top 4 of 500+ employees, Q4 2022) for excellence in cross-functional collaboration

Founder | The Big Baking Company (Bootstrapped D2C Food Startup) | Mumbai, India Apr 2022 – Oct 2022

- Built a two-sided marketplace by onboarding 30+ home bakers to curate a differentiated product portfolio and decentralize production
- Launched online delivery, corporate gifting channels and seasonal campaigns; generating 150+ orders within the first 3 months
- Led website launch, partnerships and digital marketing strategy; driving 10K+ consumer reach and early customer acquisition

Senior Associate Consultant | Infosys | Pune, India Aug 2017 – Apr 2022

- Drove solution strategy and pricing for 15+ healthcare SAP transformations across Europe; enabling \$300+ Mn in deals
- Led end-to-end solution delivery for a \$50 Mn SAP transformation with a European pharmaceutical client
- Built pricing and commercial models for enterprise programs valued at \$1–50 Mn; optimizing profitability and client ROI
- Defined scope and delivery plans for 50+ enterprise programs across Europe; aligning stakeholders and leadership
- Conducted market research to shape GTM strategy and drive growth across European healthcare accounts
- Defined solution architecture with engineering and delivery teams to design scalable SAP transformations for enterprise clients

Business Development Intern | Crownit | Bengaluru, India May 2016 – Jul 2016

- Scaled the F&B merchant ecosystem by onboarding 25 partners; increasing platform consumer base by 12%
- Drove 20% user growth in Bengaluru by launching targeted local acquisition and GTM campaigns

Education

MBA (PGPX) – Indian Institute of Management, Ahmedabad Dubai, UAE	2025 – 2026
IIP – ESADE Business School Madrid and Barcelona, Spain	2026
eMDP – Indian Institute of Management, Kozhikode	2023
- Live Project: Retail Investor GTM Strategy, India	
MBA – Bharatidasan Institute of Management Tiruchirapalli, India	2015 – 2017
B.Tech(IT) – University of Kalyani Kalyani (West Bengal), India	2011 – 2015

Positions of Responsibility

- Placement coordinator, BIM, Trichy (part of team achieving 95% placement rate for the BIM batch of 2016)
- Member of Kalaicom, Cultural committee of BIM, Trichy (conducted 5 events with footfall of 2000+)

Extra-Curriculars

- Member of Toastmasters Club (Mumbai) – won best speaker award 2025
- International certification in Bakery and Pastry-making by APCA, Singapore 2022