# Sayed Ibn Masud

*Sr. Product Manager*

SAAS & Platform Products | Multi-tenant Platforms | Revenue Ownership | Quality Assurance

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## PROFILE

Senior Product Manager with 5+ years of experience building and scaling multi-tenant SaaS platforms. Proven ownership of USD 740K+ portfolios, leading F&B SaaS products across POS, loyalty, and campaign systems. Strong at translating business goals into scalable product roadmaps for European (DACH) markets.

## PROFESSIONAL EXPERIENCE

### SELISE Group AG ↗                                              **5 years+**

*Business Operations Manager, Retail & Services*          Jan 2025 -  Present

- Responsible for the portfolio of
  - **Food & Beverage solutions** (.net, Angular and SELISE Blocks Microservices)
  - **E-commerce** (Woo-commerce, Magento & Shopify)
  - **Web applications** (WordPress, Storyblok, Webflow, Laravel)
- Primary focus is in the **DACH** region. Portfolio revenue exceeded **USD 740K in 2025** and a projected **42% growth** in 2026 (**USD 1.06M**).
- Leading **product and delivery management for a multi-tenant F&B SaaS platform** covering end-to-end restaurant operations (POS, loyalty, and campaign management), generating **USD 600K in annual revenue**.
- **Mentoring a team of product managers**, fostering high performance and continuous improvement.
- Design and implement operational frameworks ensuring consistent delivery quality across 30+ project teams.
- Oversee **financial planning and analysis**, recommending cost-optimization measures to **maximize profitability**.

*Deputy Business Operations Manager, Retail*          Jan 2023 - Dec 2024

- Monitoring and improving daily functions of 15 cross-functional product teams consisting of eCommerce, ERP, CMS, Social Media and Enterprise solutions.
- Managing and mitigating critical situations to ensure on time delivery and customer satisfaction.
- Monitoring financial data and recommending solutions to improve profitability and optimize resource allocation.

*Business Analyst (Product Manager)*          Jul 2021 - Dec 2022

- Successfully **planned, managed project teams and delivered 5+ web applications** that include job matching platform, CMS, e-shops and product recommendation engine.
- Led cross-functional project teams consisting of designers, software engineers, and business partners to turn plans into effective product roadmaps.
- Performed comprehensive business analysis to identify challenges and offer cost-effective solutions to maximize customer satisfaction within budget.

*Product Acceptance Analyst (QA)*          Oct 2020 - Jun 2021

- Owned product-level test strategies and supported requirement analysis to ensure release quality.

### North South University ↗                                    **1 year 4 months**
*Lab Officer, Part time*                                          Sep 2019 - Jan 2021

- Conducted lab sessions on OOP, Data Structures, and Algorithms; evaluated student performance.

## SKILLS

**Project Management**

Agile / Scrum
Roadmap & Prioritization
Stakeholder Management
Jira Administration

**Technical**

APIs, Databases (SQL, MongoDB), Multi-tenant Architecture

**Tools**

Jira, Confluence, Asana, Trello, Github, Postman, Bruno

## EDUCATION

**Bachelor of Science in Computer Science and Engineering**

North South University
CGPA: 3.53/4.0