Sayan Bhattacharya

Originally from India, Sayan moved to Australia to complete a Master of Information Technology Studies and a Master of Computing from the Australian National University.

As Chief Technology Officer at Desygner, he is responsible for the leadership of the development team, employing scalability plans and development processes and procedures.

Sayan first joined the original five co-founders in 2013 and became a valuable asset in orchestrating the scalable architectures that have helped Desygner scale to over 20 million users worldwide.

He believes there were two parts to initially wanting to be part of a bootstrap startup. Firstly, there is the entrepreneurship part of the business where doing a business as a bootstrap means being more focused, innovative, disciplined and solving problems through innovation.

Secondly, Sayan believes the technology side of the startup consists in learning at a rapid rate. "This industry is constantly evolving, and it moves fast. I've learnt more since the inception of Desygner than I believe I could have if I were in a pre-established tech company."

Sayan is proud that the company has grown from five team members to over 60 staff members worldwide and has hit a milestone of over 20 million users. Also, Desygner is unique in the way it appeals to both B2B and B2C sides of business.

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"We ultimately want businesses to scale with us as we scale, and this is exciting to see how many of our customers have started with us as small businesses and now are large players and have used Desygner along the way with their marketing journey for success."

In his spare time, when Sayan isn't conquering coding and solving technical problems with interactive solutions, you can find him jogging and exploring the Gold Coast and Brisbane, where he commutes between the two cities.

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