

Mujeebur Rahmansaher

Founder & Chief Executive Officer

Technology Advisor | Digital Transformation | Enterprise SaaS

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Executive summary

Founder and CEO of Unified Production Platform (UPP), with 20+ years architecting enterprise platforms and leading digital transformation across media, entertainment, and fintech. Combines business strategy, hands-on engineering, and executive leadership to modernize operations, build high-performing teams, and deliver measurable outcomes.

Experience includes platforms processing \$500M+ in annual transactions, enterprise modernization, AI-driven automation, and cloud-native SaaS architecture.

Leadership and expertise

Strategic leadership: Technology roadmapping, digital transformation, M&A integration, P&L oversight.

Innovation and product: SaaS architecture, AI/ML, cloud infrastructure, platform design, market expansion.

Operational excellence: Cost optimization, cross-functional leadership, vendor and partner management.

Advisory and influence: Investor relations, board-level strategy, thought leadership.

Professional experience

UNIFIED PRODUCTION PLATFORM (UPP)

Founder & Chief Executive Officer

2024 – Present · Los Angeles, CA

Founder of a next-generation SaaS platform transforming entertainment and advertising production through intelligent workflow automation, AI integration, and cloud-native scalability.

- **Product Vision & Architecture:** Conceived and built UPP from the ground up using Next.js, TypeScript, Prisma, and PostgreSQL, leveraging Azure cloud infrastructure and modular-monolith design.
- **Ecosystem Integration:** Unified casting, onboarding, timekeeping, payroll, compliance, and rights management into a single connected system — eliminating data silos across departments.
- **Scalable Framework:** Engineered a production-grade architecture designed for high-volume data processing and global deployment.
- **AI-Driven Innovation:** Developed intelligent process automation and analytics modules to enable real-time decision-making and predictive insights.
- **Operational Execution:** Established multi-phase technology roadmap (Foundation, Expansion, Monetization) aligning development, GTM, and growth milestones.

Built a cross-border development and operations model to support the platform's growth.

THE TEAM COMPANIES

Chief Technology Officer

August 2016 – 2024 · Burbank, CA | Vice President, Information Technology

Transformed a traditional payroll services organization into a technology-driven platform business, delivering a successful private-equity exit through strategic modernization and operational scaling.

- **Architected Scalable Cloud Infrastructure:** Designed hybrid architecture processing \$500M+ in annual transactions with 99.99% uptime.
- **AI & Automation Leadership:** Implemented RPA and AI solutions reducing manual processes by 85% and saving \$3M annually.
- **Operational Efficiency:** Streamlined IT operations, achieving 30% CapEx/Opex reduction through automation and managed-services restructuring.
- **System Modernization:** Migrated 15+ legacy systems to cloud-native microservices, improving performance by 300% and reducing maintenance costs by 40%.
- **Data-Driven Culture:** Established enterprise KPIs and governance frameworks enabling predictive performance management and operational transparency.

ADSTREAM PTY LTD.

Vice President, Technology Strategy & Project Management

February 2016 – August 2016 · Burbank, CA

- Directed integration of AdCloud, Javelin, and Adstream platforms post-acquisition, achieving 35% infrastructure cost reduction.
- Unified 50+ systems across AWS and Azure; enhanced reliability and scalability for global advertising distribution.

DELUXE ADVERTISING SERVICES

Vice President, Technology Strategy & Project Management

February 2014 – January 2016 · Los Angeles, CA

- Launched **ZONZA**, an enterprise DAM and ad distribution platform generating **\$25M annual recurring revenue**.
- Designed national digital network connecting 99.9% of U.S./Canada broadcast stations; improved distribution efficiency 10x.
- Built \$5M private cloud consolidating data centers, reducing cost by 45%.

DELUXE ENTERTAINMENT SERVICES GROUP, INC.

Senior Manager, Program Management Office

January 2010 – January 2014 · Los Angeles, CA

- Established global PMO managing \$50M+ project portfolio with 95% on-time delivery.
- Led enterprise SAP and CRM implementations across 30+ international divisions.
- Standardized IT operations, unifying 5 Active Directory domains enterprise-wide.

Early career

Early Career Roles

- Senior Software Development Manager | Deluxe Laboratories
- Lead Application Engineer | Deluxe Media Management
- System/Web Developer | City of New York – HRA
- Software Developer | Apparel Winds Inc. / PamArco Global Graphics

Education

Bachelor of Science in Computer Science

Hunter College, City University of New York

Leadership and industry involvement

- Governing Body Member, Evanta Southern California CIO Community
- Recognized Top 50 Technology Professional , ON Conferences (2022)
- Frequent Speaker at technology and innovation leadership forums
- Published Author on AI, digital transformation, and enterprise modernization