

Merna S. Saad

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U.S. Permanent Resident, No Sponsorship Required

EDUCATION

Master of Science in Business Analytics, Rady School of Management, University of California San Diego | GPA: 3.964 | Dean's Award 06/2026

Bachelor of Science, Architectural Engineering and Bachelor of Business Administration, Finance, The American University in Cairo, Egypt 01/2014

EXPERIENCE

Senior Vice President, Strategic Venture Manager, Bank of Egypt, Cairo, Egypt 03/2020 to 06/2023

Egypt's second largest national bank with over 700 branches serving 10+ million customers

- Coordinated strategic analytics with McKinsey and BCG across 15+ sectors using regression models and macroeconomic indicators, identifying \$100B export potential (20% of industrial GDP); presented insights to cabinet ministers
- Built predictive panel regression models in Python (Pandas, statsmodels, scikit-learn) to isolate impact of currency fluctuations on export volumes, achieving 12% efficiency improvement
- Engineered interactive executive dashboards in Tableau and Plotly to visualize real-time KPIs and performance metrics across 15+ sectors for senior leadership
- Served on IMO leadership committee during acquisition of Egypt's second-largest investment bank, coordinating analytics-led integration strategies

Manager, Sales Operations and Credit, Corplease S.A.E, Cairo, Egypt 07/2018 to 03/2020

Egypt's largest financial leasing company with approximately 20% market share

- Owned pipeline forecasting, quota setting, and territory planning for a team of 6 analysts managing \$20M in annual lending targets across multiple regions
- Built KPI reporting infrastructure in Tableau and SQL tracking portfolio health, risk scores, lending performance, and rep productivity; rolled out reports and dashboards to sales leadership
- Developed credit risk models using logistic regression and decision trees on debt-to-income ratios, repayment behavior, and macroeconomic indicators to inform pipeline qualification and reduce default rates
- Built automated ETL pipelines using Python and Advanced Excel (pivot tables, complex formulas, VBA) to streamline credit evaluation for 250+ clients within an internal CRM system, reducing assessment time by 40%
- Partnered cross-functionally with sales leaders on business performance analyses, ad-hoc operational requests, and ongoing process improvements

Senior Officer, Corporate and Credit, Corplease S.A.E, Cairo, Egypt 07/2016 to 07/2018

- Managed portfolio of 30 corporations, leveraging statistical analysis and segmentation to identify cross-selling opportunities, achieving 4% revenue growth
- Supported sales operations reporting including pipeline tracking and KPI rollups for leadership review

Officer, Corporate and Credit, Corplease S.A.E, Cairo, Egypt 07/2014 to 07/2016

- Conducted market research and competitive analysis using data collection and statistical techniques to identify trends in the leasing sector

ACADEMIC PROJECTS

Sales Operations Forecasting Capstone, Team Lead, UCSD Rady Spring 2026

- Led 4-person team building a production forecasting solution for the Sales Operations team of a publicly traded digital health company, replacing a manual Excel-based forecasting process
- Designed and validated a bottom-up XGBoost model forecasting daily sales activity at sales-rep granularity, engineering pipeline conversion, seasonality, and regional weather features
- Built a prescriptive layer translating forecast outputs into recommendations for quarterly planning, quota setting, and territory analysis
- Owned end-to-end project delivery including weekly client reviews, stakeholder communication, and final executive presentation

GenAI Marketing Coworker, MGT 449 Capstone Project, UCSD Rady | macysai.vercel.app Spring 2026

- Built a full stack generative AI prototype (Next.js frontend, FastAPI backend) that takes a retail marketing campaign through all ten steps from brief to launch, using Claude based AI skills for judgment work and deterministic automation for everything repeatable
- Modeled an estimated 77 percent reduction in campaign cycle time (roughly five weeks to eight days) and about 120 fewer labor hours per campaign, projecting \$600,000 to \$900,000 in annual savings
- Implemented retrieval augmented generation over twelve proprietary documents and three MCP tools, with a human in the loop approval workflow featuring role based authority, evidence inspection, and full audit logging

SPECIALIZED SKILLS

Sales Operations: Pipeline Management, Forecasting, Quota Setting, Territory Planning, KPI Reporting, Dashboard Management, Goal Setting, Sales Performance Analysis, Cross-functional Partnership

Tools and Platforms: CRM Platforms, Tableau, Snowflake, Advanced Excel (pivot tables, complex formulas, VBA), Jupyter, Plotly, Git, ETL Pipelines, Data Warehouses

Languages and Libraries: Python (Pandas, NumPy, Polars, scikit-learn, statsmodels, Matplotlib, Seaborn, plotnine), SQL, Excel VBA

ML and Statistics: Regression (Linear, Logistic, Lasso, Ridge), Classification, Clustering, Random Forest, XGBoost, Time Series Forecasting, NLP, Recommender Systems, A/B Testing, Feature Engineering

Certifications and Coursework: Stanford ML, UPenn Python and Statistics, Imperial College Math for ML, UC Davis SQL, UCSD Probability; Predictive Analytics, Customer Analytics, Supervised Machine Learning, Data Engineering, Web Mining and Recommender Systems