



Sayon Deb

Director of Primary Insights

Sayon Deb is director of primary insights at UL Standards & Engagement and leads the organization's quantitative research and insights initiatives that track emerging trends in safety, security, and sustainability.

Sayon has 13+ years of experience in leading research projects across a wide range of organizations. Prior to ULSE, Sayon was part of the American Bankers Association's Office of Innovation, where he led strategic research initiatives on digital innovations and emerging technologies shaping the U.S. banking industry.

Previously, he served as a tech industry analyst and spokesperson for CES, produced by the Consumer Technology Association (CTA), focusing on innovation trends driving the U.S. and global consumer technology industry. Before CTA, he led the connected consumer research practice at S&P Global Market Intelligence (451 Research), where he advised some of the largest technology, media, and service companies on competitive strategy and customer experience.

Sayon's work has been featured in news and business outlets such as The Verge, Fortune, Fast Company, and CNBC, among others.