# OLUDEMI-ADELAIYE TSARDAV

**ESPORTS EXECUTIVE | COMPETITIVE OPERATIONS & STRATEGY | CODM AFRICA**

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## PROFESSIONAL SUMMARY

Esports executive active in African Call of Duty: Mobile since 2020. Founder and CEO of UPAGAINSTHELL, one of the scene's legacy organisations, and chairman of UAHMT, the alliance that went unbeaten (28–0 on maps) to the 2026 East Africa title at the Carry1st Africa Cup. Strategy and operations lead for the 2025 campaign that won the continental title and became the first African team to qualify for the CODM World Championships. Adviser to Carry1st, AER and 10N8E, including broadcast production and on-desk analysis for the 2025 Africa Cup. I bring a decade of product, delivery and technology experience to the operational side of esports.

## ESPORTS EXPERIENCE

***Chairman*** | **UAHMT (UPAGAINSTHELL Monarchs TEF)** ***2026***

- Chaired a three-organisation alliance (UAH, Monarchs, TEF) run by Cyzygy for the 2026 Carry1st Africa Cup, with a roster drawn from four countries on two continents.
- Owned the alliance structure, commercial strategy, investor and backer relationships, cross-border player logistics and the campaign's path through the bracket.
- Stage 3, Nairobi: crowned East Africa champions by Call of Duty: Mobile, unbeaten at 28–0 on maps; the run was covered on Kenyan national television and in the country's sports press.

***Founder & CEO*** | **UPAGAINSTHELL (UAH)** ***2022 – Present***

- Founded UAH informally in 2022 and incorporated it in February 2024; lead players and content creators, and handle branding, partnerships, sponsorship, recruitment and finances.
- Launched the #1 female-only competitive team in West Africa, which won the T3 bracket of the 2024 Cxmmunity CODM Cup outright against male teams and reached the semi-finals of the T2 Lotus Esports Tournament Season 1.
- Fielded UAX, a joint roster with Xtreme Esports, in GameEvo's 2025 MPRO League.
- Building NEXUS (codmanalysis.online), a team management and analytics platform for CODM organisations.

***Strategy & Operations Lead*** | **B34R CL4N** ***2025***

- Led strategy and operations for the 2025 Carry1st Africa Cup campaign, inside a core covering legal, compliance, performance and player relations.
- The team won the continental title and became the first African team in history to qualify for the CODM World Championships; the campaign also secured a sponsorship with Mentos.

***Adviser & Strategist*** | **Carry1st** ***2023 – Present***

- Advise on African CODM esports; delivered broadcast production and on-desk analysis for the 2025 Carry1st Africa Cup.

***Operations & Recruitment Lead, Strategic Adviser*** | **AER** ***2023 – Present***

- Lead operations and recruitment and advise on how the organisation competes and grows.

***Adviser & Strategist*** | **10N8E** ***2023 – Present***

- Strategic adviser on competitive and organisational direction.

## COMPETITIVE RECORD

**2024 · GAMR X LAN (with NATO Gaming)**: 4th place

**2024 · Carry1st Africa Cup (with SUN Esports)**: 1st Morocco qualifier, 3rd in Africa

**2025 · DECA CUP LAN (with Xtreme Esports & Merciless Mercs)**: 3rd place

**2025 · Carry1st Africa Cup (with B34R CL4N)**: Continental champions

**2025 · CODM World Championships (with B34R CL4N)**: First African team in history to qualify

**2026 · Carry1st Africa Cup, Stage 3 Nairobi (UAHMT)**: East Africa champions, unbeaten at 28–0 on maps

## BUSINESS & TECHNOLOGY EXPERIENCE

***Founder & President*** | **Cyzygy Digital and Media Company Ltd.** ***Jun 2024 – Present***

- Lead a technology, digital and media firm serving underserved African sectors; principal IT and digital partner to NASENI since November 2025.

***Project & Product Lead*** | **Rolla Pay** ***Jan 2026 – Present***

- Lead project and product for Rolla Pay, a FINTRAC-registered money services product; took it from development to launch in about three months, after which it processed more than $500,000 in its first three months live.
- Own the roadmap with the founders, the specs engineering builds from, and the onboarding, KYC and compliance workflows; hired the team and built QA from nothing.

***Product Manager*** | **FTX** ***Sep 2021 – Nov 2022***

- Specified order placement, order management and advanced order types (scale and TWAP) for the spot and futures trading experience of a live, high-volume crypto exchange.

***Founder & Lead IT Consultant*** | **The Crore Solutions Company** ***Dec 2018 – Aug 2023***

- Ran a five-year consultancy across fintech, food tech, healthcare and media, from IT strategy to delivery; evolved into Cyzygy Digital.

## EDUCATION

MSc, Automation & Computer-Integrated Technologies | V.N. Karazin Kharkiv National University ***2021***

BSc, Industrial Mathematics (Applied with Computational Option) | University of Lagos ***2017***

## COMPETENCIES, SKILLS & TOOLS

**Esports Operations**: Roster Building & Player Relations · Tournament Operations · Alliance & Partnership Structuring · Sponsorship & Brand Partnerships · Broadcast Production & On-desk Analysis · Cross-border Logistics · Team Analytics

**Venture Building**: Company Formation · Commercial Strategy · Fundraising & Investor Relations · Sponsorship · Hiring & Team Building · Client Relationships · Operating Models

**Strategic Business & People Leadership**: Stakeholder Management · Executive Communication · Team Leadership · Recruitment & Workforce Planning · Business Analysis · Process Improvement · Vendor Management

**Product Management & Delivery**: Product Strategy · Discovery · Roadmapping · Requirements Engineering · PRDs · User Stories · Journey Mapping · Release Management · QA · Agile (Scrum/Kanban), Jira, ClickUp, Confluence

## RELEVANT CERTIFICATIONS

- **Google Project Management Certification** | Google (2022)
- **AI Product Management Specialization** | Duke University (2022)
- **Digital Product Management Specialization** | UVA Darden School of Business (2021)
- **Certified Network Security Specialist (CNSS)** | International Cybersecurity Institute, ICSI (2021)