OLUDEMI-ADELAIYE TSARDAV

FOUNDER & OPERATOR | TECHNOLOGY, MEDIA & ESPORTS VENTURES | BUILDER

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PROFESSIONAL SUMMARY

Founder and operator with eight years building companies in Africa, alongside a decade in technology delivery. I run Cyzygy Digital, principal IT and digital partner to NASENI, Nigeria's National Agency for Science and Engineering Infrastructure, and UPAGAINSTHELL, one of the legacy organisations of African Call of Duty: Mobile esports. Earlier I ran The Crore Solutions Company for five years and co-founded Fresh Nazaar as CTO. I combine founder-level strategy with hands-on product and technical execution, and I currently lead project and product at Rolla Pay. Trained mathematician; writing code since 2014.

FOUNDER & ENTREPRENEURIAL EXPERIENCE

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

- Evolved The Crore Solutions Company into Cyzygy Digital, a technology, digital and media firm focused on underserved African sectors, tech education and youth opportunity.
- Serve as principal IT and digital partner to NASENI (Nigeria's National Agency for Science and Engineering Infrastructure) and affiliated entities since November 2025, from the FutureMakers campaign to foundational work on the NASENI AI Unit.
- Run Cyzygy's esports management arm, including the UAHMT campaign for the 2026 Carry1st Africa Cup, and deliver web, digital and employer-of-record services for clients including GMC Nigeria.

Founder & CEO | **UPAGAINSTHELL Gaming, Entertainment & Lifestyle Ltd.** ***2022 – Present***

- Founded informally in 2022 and incorporated in February 2024; run branding, partnerships, sponsorship, recruitment and finances for a competitive Call of Duty: Mobile organisation.
- Launched the #1 female-only competitive team in West Africa and secured key sponsorships.
- Chaired UAHMT, the alliance Cyzygy ran for the 2026 Carry1st Africa Cup: East Africa champions at Stage 3 in Nairobi, unbeaten at 28–0 on maps.
- Building NEXUS (codmanalysis.online), a team management and analytics platform for CODM organisations.

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

- Ran a five-year consultancy across fintech, food tech, healthcare and media, creating strategies, policies and proposals for clients and the company.
- Translated high-level business objectives into functional specifications for technical solutions, including clean-room design, and kept delivery dependable with timelines, Gantt charts and roadmaps.
- Built long-term client relationships through empathetic, results-driven service.

Co-Founder & CTO | **Fresh Nazaar** ***Mar 2020 – Apr 2021***

- Shaped and executed the technical vision for a grocery shopping, processing and delivery app in Lagos, building the web app from scratch in WordPress, Elementor, HTML, CSS and PHP.
- Designed the internal architecture and infrastructure for efficient operations and predictable costs, and tracked performance against customer expectations.
- Implemented cybersecurity measures across technology, people and process, with compliance to GDPR, NDPR, ISO and PCI DSS. The company closed in 2021 for business reasons; the product launched and performed.

PRODUCT & DELIVERY EXPERIENCE

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 (Consulting) | **Partyra** ***Oct 2025 – Present***

- Lead product discovery for a mobile-first consumer platform: market research, competitor analysis and benchmarking that shape product priorities and differentiation; defined delivery roles, hired the team and set up QA.

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.

Product & Project Manager (Consulting) | **AlumUnite** ***Sep 2021 – Oct 2025***

- Owned product delivery across a four-year embedded engagement, shipping acquisition and engagement features and hiring and training the team that runs it today.

Product Manager (Consulting) | **KAWA** ***Jan 2023 – Oct 2025***

- Ran the product practice for nearly three years: discovery, prioritisation, roadmap alignment with leadership and delivery workflow redesign.

TECHNOLOGY & IT EXPERIENCE

End-to-End Solutions Developer (No-Code/Low-Code) | **Elite Software Automation** ***Jul 2023 – Jun 2024***

- Built automated systems for insurance and healthcare clients on Zoho, n8n and NocoDB, owning design, platform choice, deployment and testing end to end.

IT & Product Manager (Consulting) | **JemiEats** ***Aug 2021 – Mar 2023***

- Built the company's IT strategy and product lifecycle from scratch and drove flagship features including Group Ordering and Scheduled Ordering.

IT Service Manager / L2 Support Technician | **Tekinology** ***Sep 2015 – Oct 2018***

- Rose from L2 technician to running the IT service team: escalations, root-cause analysis, infrastructure reliability and SLA definition.

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

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

Technical Operations & IT Service Management: ITIL · SLA Management · Incident Management · Root Cause Analysis · Service Delivery · Infrastructure Support · AWS, Git, GitHub

RELEVANT CERTIFICATIONS

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