OLUDEMI-ADELAIYE TSARDAV

SENIOR PRODUCT MANAGER | END-TO-END DELIVERY | FINTECH & PLATFORMS

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PROFESSIONAL SUMMARY

Senior product manager with six years owning products end to end, on top of a decade in technology delivery. I lead project and product at Rolla Pay, a FINTRAC-registered money services product that I took from development to launch in about three months and that processed more than $500,000 in its first three months live, compliance and KYC included. Before that I specified order placement, scale orders and TWAP orders on a live crypto exchange (FTX), and delivered one of Nigeria's early retail investing apps (HashVest). My career pairs full-time product roles with long embedded engagements of two to four years, where I carry roadmap ownership and delivery accountability inside client teams and build the hiring, QA and process foundations that outlast me.

PRODUCT & DELIVERY EXPERIENCE

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

- Lead project and product for Rolla Pay, Rolla's consumer money product (deposit, send, receive, swap). Joined in January 2026 as a product delivery and people-operations consultant and moved into the lead role in March 2026.
- Took the product from the start of development to launch in roughly three months; it processed more than $500,000 in transactions in its first three months live. Rolla Pay is registered with FINTRAC as a money services business for foreign exchange, money transfer and virtual currency (registration N300001167).
- Own the product end to end, compliance and KYC included: onboarding and identity verification built to meet Rolla Pay's obligations as a registered money services business.
- Own the roadmap with the founders, from MVP through B2B and B2C releases, and write the PRDs and functional specs engineering builds from.
- Hired the team: hiring plans, role definitions, structured interviews, and the performance framework used to review delivery.
- Set up QA from nothing: test workflows, release validation and documentation standards, so every release ships against a defined bar.

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

- Own discovery for a mobile-first consumer app: market research, competitor teardowns and benchmarking that sized the opportunity and set the differentiation leadership is building toward.
- Defined the delivery roles and ran hiring to build the team.
- Built the QA practice: testing, documentation and release readiness, plus process fixes that removed waste from the delivery pipeline.
- Align business objectives with execution priorities across stakeholders to keep product development cohesive.

Product Quality & Delivery Manager (Consulting) | **Moniger** ***Nov 2024 – Oct 2025***

- Embedded in Moniger's fintech product team for a full year, owning requirement clarification, release validation and the quality gate between development and production.
- Every production release passed my validation against business and usability criteria; I owned defect identification, fix validation and documented test outcomes.
- Ran post-release issue tracking and user support that fed measurable improvements back into product quality.

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

- Built custom systems for insurance and healthcare clients including BalanceMyHormones, Buffer Insurance and BahamasEvac on Zoho (CRM, Marketing Automation, Desk, Books, Flow), n8n, NocoDB, Customer.io, Cal.com and SendGrid.
- Replaced error-prone manual processes with automated workflows and integrations, designed to be maintainable, easy to adopt and quick to train on.
- Owned each build end to end: technical design, platform selection, solution architecture, staging, production deployment, testing and post-rollout monitoring, with minimal post-deployment issues and high adoption.
- Served as primary point of contact for client and vendor support through to resolution.

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

- Embedded with the in-house team for nearly three years, running the product practice: discovery, prioritisation and roadmap alignment with leadership.
- Reworked delivery workflows around how the team actually shipped, drawing on patterns from other industries.

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

- Worked on the core spot and futures trading experience: order placement, order management and the flows around them in a live, high-volume environment.
- Specified advanced order types, including scale orders (a ladder of limit orders across a price range) and TWAP orders (execution sliced over time), down to the parameters and behaviour engineering built from.
- Turned margin, derivatives and liquidation mechanics into requirements and user flows, and ran backlog refinement, sprint planning and release coordination across engineering, design, compliance and operations.
- Monitored post-release product behaviour and user feedback to drive iteration and optimisation.

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

- Owned product delivery across a four-year embedded engagement: business requirements, PRDs and process design.
- Shipped features aimed at customer acquisition and engagement, and systems that cut operational workload; active initiatives were delivered ahead of schedule and within budget.
- Hired and trained the internal team until it ran without me.

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

- Owned IT strategy end to end: policies, procedures, timelines, resourcing and budgets aligned to the long-term business vision.
- Assessed and documented the company's IT capability against present and future needs, and established the product development lifecycle.
- Contributed across research, design, recruitment and WordPress development, and drove flagship features including Group Ordering and Scheduled Ordering with detailed PRDs.

Product & Project Manager | **WePrototype Technologies** ***Dec 2020 – Aug 2021***

- Owned delivery for client projects including HashVest, one of Nigeria's early retail investing apps, plus AlumUnite, PressOne and PlateauMed, on time and on budget, while managing teams of freelancers, developers, designers and testers.
- Authored PRDs, facilitated solution discovery, ran Scrum, recruited talent, and transitioned projects to clients' in-house teams for sustainable operations.

IT SERVICE MANAGEMENT EXPERIENCE

IT Service Delivery Manager | **Geeki Support** ***Feb 2019 – Nov 2020***

- Managed the IT support team and incident lifecycle against SLAs, with high client satisfaction.

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.

FOUNDER & ENTREPRENEURIAL 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.

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

- Built one of the legacy organisations of African CODM esports; operational force behind the 2025 Africa Cup title and the 2026 East Africa title (28–0 on maps).

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.

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

- Owned the full technical stack of a grocery and food logistics web app from idea to launch, including security and GDPR, NDPR, ISO and PCI DSS compliance.

WordPress Designer & Developer | **Freelance** ***Apr 2014 – Mar 2021***

- Delivered landing pages, corporate sites, news platforms, e-commerce, e-learning platforms and web apps, with payments, multi-currency support, security, deliverability and SEO.

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

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

Fintech, Trading & Compliance: Spot and Futures Trading UX · Order Types (Market, Limit, Scale, TWAP) · Order Management · Margin & Liquidation Mechanics · FX & Money Transfer · KYC & Onboarding · Probability & Statistics

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

AI, Automation & Digital Transformation: Business Process Automation · Workflow Orchestration · No-Code/Low-Code · API Integration · AI-assisted Delivery · Prompt Engineering · n8n, Zoho (CRM, Desk, Books, Flow), NocoDB, Customer.io, Cal.com

RELEVANT CERTIFICATIONS

- **AI Product Management Specialization** | Duke University (2022)
- **Google Project Management Certification** | Google (2022)
- **Software Product Management Specialization** | University of Alberta (2022)
- **Digital Product Management Specialization** | UVA Darden School of Business (2021)
- **Agile Development Specialization** | UVA Darden School of Business (2021)
- **DevOps on AWS Certification** | Amazon Web Services (2021)
- **AI Workflow Certification** | IBM (2019)
- **IBM Microservices Certification** | IBM (2019)