OLUDEMI-ADELAIYE TSARDAV

STRATEGIST & ADVISER | TECHNOLOGY, PRODUCT & AFRICAN MARKETS | GENERALIST

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PROFESSIONAL SUMMARY

Strategist and adviser working across technology, product, esports and African markets. Trained as a mathematician, I have spent a decade moving between IT leadership, product management, venture building and esports, and I use that range to frame problems that do not fit a single discipline. I advise Carry1st, AER and 10N8E, serve as principal IT and digital partner to NASENI through Cyzygy Digital, and lead project and product at Rolla Pay. My work has repeatedly turned strategy into results: a continental esports title, a money services product launched in about three months, and long embedded engagements that left teams running without me. I write long-form essays on generalism, building in Africa and the systems behind both.

STRATEGY & ADVISORY EXPERIENCE

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

- Set the strategy for a technology, digital and media firm focused on underserved African sectors, tech education and youth opportunity.
- Principal IT and digital partner to NASENI since November 2025, from the FutureMakers campaign to foundational work on the NASENI AI Unit.

Adviser & Strategist | **Carry1st · AER · 10N8E** ***2023 – Present***

- Advise esports publishers and organisations on competitive and organisational strategy; delivered broadcast production and on-desk analysis for the 2025 Carry1st Africa Cup, and lead operations and recruitment at AER.

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

- Set the product roadmap with the founders across MVP, B2B and B2C releases for a FINTRAC-registered money services product, launched in about three months and processing more than $500,000 in its first three months live.

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

- Lead market research, competitor analysis and benchmarking that size the opportunity and set the product's differentiation.

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

- Drove product strategy alignment with leadership for nearly three years and reworked delivery workflows using patterns from other industries.

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

- Ran strategy and operations for the 2025 Carry1st Africa Cup campaign: continental champions and the first African team to qualify for the CODM World Championships.

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

- Created strategies, policies and proposals for clients across fintech, food tech, healthcare and media, and converted high-level objectives into functional specifications.

LEADERSHIP & DELIVERY EXPERIENCE

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).

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.

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

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

WRITING

On being a generalist in a world that rewards specialists: Essay in draft, publishing on Substack (substack.com/@o20v)

On building in Africa without waiting for permission: Essay in draft, publishing on Substack

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

Strategy & Advisory: Strategic Planning · Market Research · Competitive Analysis · Problem Framing · Proposal & Policy Writing · Cross-industry Pattern Recognition

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

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

RELEVANT CERTIFICATIONS

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