

RICARDO CASANOVA

+66625712870 | argentumaguila@gmail.com | www.linkedin.com/in/ricardocasanova

EXECUTIVE SUMMARY Seasoned Ecosystem Leader and Strategist with a 20-year track record in secure systems and global ecosystem architecture. Operating across the **Edmonton-Bay Area-Bangkok corridor**, I specialize in the **Strategic Governance of Autonomous Agents** and the commercialization of complex technical stacks (AI, DePIN, RWA). From migrating tens of thousands of first responders to secure mobile infrastructure to scaling AI-driven logistics in ASEAN, I bridge the gap between "Black Box" technology and auditable, high-stakes enterprise deployment.

CORE SKILLS

- **Strategy:** Strategising , Digital Strategy , GTM/MVP Planning.
- **Leadership:** Fractional Storytelling , Stakeholder Engagement , Process Optimization.
- **Sector Focus:** AI-driven Logistics , 5G/IoT , Mobile Devices , RWA Digitization, DePIN.

PROFESSIONAL EXPERIENCE

OptimAI Network | *Chief Communications Officer* | ASEAN **September 2025 – Present**

- Develop and execute community engagement strategies to strengthen user adoption and retention.
- Translating complex DePIN and AI technical milestones into strategic roadmaps for institutional partners and global stakeholders.
- Advise executive leadership on communications, partnerships, and go-to-market positioning.
- Act as the primary spokesperson for the OptimAI Network, leading live AMAs and global community forums to translate complex DePIN and AI milestones for a 24/7 global audience

Toasty Media | *Founder* | Thailand **June 2025 – Present**

- Leading a creative venture producing human-first content across podcasts, apparel, and literature.
- Directing brand strategy focused on storytelling, technology, and culture.

LFG Incorporated | *Strategist and Project Manager* | SE Asia **May 2024 – September 2025**

- Oversee product roadmaps and manage complex project lifecycles to ensure technical delivery aligns with business goals.
- Specialized in product ownership for Blockchain GameFi, RWA digitization, DePIN, and Fintech solutions.

Building in Stealth | *Acting CEO* | Global **April 2024 – February 2025**

- Directed end-to-end IoT and AI-logistics integration for drone-tracking systems, managing a multi-disciplinary team of 15 from UX/UI to physical hardware testing.

3air | *Chief Revenue Officer (CRO)* | Global

January 2023 – May 2024

- Collaborated with the executive team to engage communities through presentations at leading Tech Conferences.

Velo Labs | *Product Owner* | Thailand

November 2023 – March 2024

- Managed end-to-end product development, prioritizing features through stakeholder research and analysis.

VisitorBay Inc. | *Vice President* | Canada

January 2018 – May 2023

- Spearheaded the discovery of untapped client prospects for growth.
- Achieved dominant coverage in major downtown high-rise reception areas and loading docks.

Adaptis Mobile Inc. | *President* | Canada

November 2007 – February 2022

- Consulted for the Government of Alberta and Edmonton Police Service on mission-critical 5G/IoT deployment, ensuring 99.9% uptime for law enforcement and emergency response infrastructure."

PROJECTS & VOLUNTEER LEADERSHIP

The YEG Soccer Project | **Director**

- Directed and produced a nationally broadcasted documentary focusing on youth sports and community development in Canada.

Verifiable Asset Digitization (ASEAN) | **Product Owner**

- Led ASEAN Gold RWA tokenization. scoped product, crafted whitepaper, and laid out smart contract mechanics for a compliant, AI-enhanced on-chain mechanics.

Mission-Critical Infrastructure Migration | **First Responders**

- Directed the migration from legacy pager infrastructure to secure smartphone messaging for law enforcement, emergency services, and healthcare.
- Consulted for the **Government of Alberta** and **Edmonton Police Service** on mission-critical 5G/IoT deployment, ensuring 99.9% uptime for law enforcement and emergency response infrastructure.

Top Of The City Festival | **VP**

- Founded and led the board for the festival, uniting 10,000 community members annually.

YEG Soccer Society | Founder/President

- Established a non-profit to enhance youth soccer, including developing bylaws, leading the Board, and securing funding for a nationally broadcasted documentary.

Laurel Community League | Founder/President

- Spearheaded community-focused initiatives addressing public safety, traffic improvements, and urban growth planning.

HONORS & AWARDS

- **Queen Elizabeth II's Platinum Jubilee Medal and Pin:** Vetted by the Canadian Crown for high-integrity leadership in technology and public health. (The only Canadian recipient of both honors)