

RICARDO CASANOVA

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EXECUTIVE SUMMARY With over two decades in technology, public speaking, and business development, Ricardo is a seasoned strategist known for driving innovation and strategic growth. He has led transformative projects across ASEAN, NA, and LATAM, fostering high-impact partnerships and navigating complex business landscapes. A sought-after panel host and speaker, he brings deep industry insights to global audiences at leading tech conferences.

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.
- Oversee content development including whitepapers, marketing campaigns, and communication assets.
- Advise executive leadership on communications, partnerships, and go-to-market positioning.
- Represent the company in public forums, ensuring alignment of technical milestones with clear narrative.

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**

- Led a supply chain technology initiative focused on AI-driven logistics and blockchain-integrated drone tracking.
- Managed a team of 15 resources to lead design from UX/UI through to IoT 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.
- Engaged stakeholders to craft cutting-edge GTM and MVP strategies.

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

- Directed 5G, M2M, and IoT strategies for clients including the Government of Alberta and Edmonton Police Service.

PROJECTS & VOLUNTEER LEADERSHIP

The YEG Soccer Project | **Director**

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

Gold RWA Tokenization Initiative | **Product Owner**

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

Pager to Smartphone Conversion | **First Responders**

- Directed the migration from legacy pager infrastructure to secure smartphone messaging for law enforcement, emergency services, and healthcare.
- Coordinated international engagement to ensure interoperability and a seamless rollout for tens of thousands of first responders.

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:** The only Canadian to receive both for contributions to technology, arts, and health.