

RICARDO CASANOVA

+66 62 571 2870 · rcasanova@gmail.com · linkedin.com/in/ricardocasanova · Canadian Citizen · Willing to relocate Bay Area, Asia, Europe ·
toasty.media/ricardo

CORE COMPETENCIES

ENTERPRISE

- ▶ Enterprise sales, partnership development, ecosystem building, stakeholder governance, RFP strategy

LEADERSHIP

- ▶ Executive communications, keynote speaking, cross-functional team building

TECHNOLOGY

- ▶ AI platforms, IoT/M2M systems, enterprise software, smart city systems, real estate tech

SECTORS

- ▶ AI, telecom, government/public sector, energy (oil & gas), healthcare, real estate, financial services

ADDITIONAL EXPERIENCE

▶ LFG Incorporated

Strategist & Project Manager | SE Asia
May 2024 – Sep 2025

▶ Velo Labs

Product Owner | Thailand
Nov 2023 – Mar 2024

▶ Veeam Software

Enterprise Technology | Canada
Jan 2022 – Jan 2023

SPEAKING & THOUGHT LEADERSHIP

- ▶ Speaker and panelist on AI commercialization, enterprise AI adoption, and the agentic economy.
- ▶ Talks across APAC including Consensus (Hong Kong), Nexus 2140 (Vietnam), ZK Summit (Malaysia) and SEA Blockchain Week (Bangkok).

HONORS & AWARDS

- ▶ Queen Elizabeth II Platinum Jubilee Medal and Pin (2022)
- ▶ Veeam Sales Award (2022)
- ▶ Rogers Sales Award (2008)

COMMUNITY LEADERSHIP

▶ YEG Soccer Society

Founder & President · Edmonton
Non-profit advancing youth soccer; developed bylaws, led Board, secured funding, directed/produced a nationally broadcast documentary.

▶ Top of the City Festival

Co-Founder & VP of Board · Edmonton
Co-Founded a festival uniting 10,000+ community members annually.

▶ Laurel Community League

Founder & President · Edmonton
Community initiatives addressing public safety, traffic improvements, and urban planning.

EXECUTIVE SUMMARY

AI strategy and enterprise technology executive with 20 years deploying data-intensive infrastructure and decision systems for government, telecom, and enterprise clients, before it was called AI. Awarded the Queen Elizabeth II Medal for leadership in technology and public health.

Career spans IoT/M2M and ML deployment for Canada's largest telecoms (Rogers, Telus), enterprise technology at Veeam, real estate technology for major commercial portfolios (Colliers, CBRE), and government clients including Alberta Health Services, the Government of Alberta, and Edmonton Police Service. Most recently, scaling AI platforms and ecosystem growth across APAC markets as Chief Commercial Officer at OptimAI.

Known for translating complex technical systems into boardroom-ready strategy and driving enterprise adoption of emerging technology.

PROFESSIONAL EXPERIENCE

OptimAI Network Sep 2025 – Present

Chief Commercial Officer · Global

- ▶ Owned partnerships, GTM strategy, and ecosystem growth. Scaled network from under 1M to over 2M node installations across 100+ countries and grew the community from 7 to 46,500 on Discord, 59K to 99K on X, 245 to 12,200 on LinkedIn.
- ▶ Participate in dozens of AI panels, AMAs, and institutional briefings, covering AI infrastructure, agentic systems, and verifiable intelligence
- ▶ Build strategic relationships with dozens of ecosystem partners
- ▶ Advise executive leadership on market positioning, partnership strategy, and narrative architecture
- ▶ Convert complex AI milestones into strategic communications for partners and stakeholders

Quoxent May 2024 – Feb 2025

Acting CEO · APAC

- ▶ Built the company and product foundation from the ground up for a supply chain platform integrating drone and IoT data capture, AI-assisted reporting, and immutable transaction records.
- ▶ Worked directly with the CTO and led product ownership across a 15-developer team, translating market requirements into buildable product architecture.
- ▶ Created the Software Requirements Specification, design documentation, RFQ flow, quotation flow, escrow logic, inventory workflow, reporting module, ASEAN use cases, and IoT proof-of-concept planning.

Adaptis Mobile Inc. Nov 2007 – Feb 2022

President · Canada

- ▶ Built algorithmic billing audit systems that recovered millions in carrier overcharges for enterprise clients across North America
- ▶ Delivered mission-critical IoT/M2M and ML solutions for Canada's largest enterprise base (oil and gas, government, healthcare, telecom)
- ▶ Transitioned thousands of first responders from legacy pager systems to encrypted smartphone messaging across law enforcement, emergency services, and healthcare
- ▶ Led RFP strategy and won competitive transitions for large enterprise including provincial government and health service accounts