

A. Adesina Lalude
Kühnehöfe 23 | 22761 Hamburg
+49 176 5790 3582 | adesina@lalude.com
Fun Interactive Bio: lalude.com/adesina/bio

experience

- 2012-present **FUZZIT INCORPORATED** **HOUSTON, TX**
Founder & Product Manager
Designed and developed a Bluetooth-based indoor geolocation platform enabling turn-by-turn directions in grocery stores, casinos, and beyond. Lead freelance product management consulting engagements to help clients improve UX design, refine monetization strategies, and/or enter new markets with or without our platform
- 2015-2016 **KREDITECH** **HAMBURG, DE**
Special Advisor to the CEO
Took on a number of roles while leading four major initiatives at Europe's largest fintech startup
- ADVISOR Helped guide the firm's CEO through a \$100mm fund raise
 - PRODUCT MNGR Developed a debt collection platform with interactive AI to replace third party collectors
 - STRATEGIST 1) Managed process standardization to transition every division from ad hoc startup entities to real business units 2) Rationalized system for determining which, when, and how to enter new countries
- 2010-2012 **CAPGEMINI CONSULTING** **LONDON, UK**
Global Project Manager
Worked with CEO and VPs to shape Capgemini's global strategy, pushing revenue past \$1mm a day. Drove initiatives focused on positioning the firm's brand as a global consultancy and expanding in critical markets. Worked directly with the leaders of Fortune 500 companies to tackle mission critical innovation and transformation issues
- 2004-2008 **VANCEINFO TECHNOLOGIES (PACTERA TECHNOLOGY)** **SHANGHAI, CN**
Director of Global Sales & Marketing
Helped grow a Beijing-based technology services outsourcing firm from a 600-employee, \$8mm revenue firm to a 5,000+ employee, \$500mm industry leader that IPOed on the NYSE in 2007. Promoted five times in three years, the youngest person to reach Director, and the only non-Chinese executive above the Senior Manager level
- Led a team of over 30 managers, designers, and construction workers to design, construct, and operate a number of multimillion dollar offshore development centers for clients like Microsoft, with some as large as a 150+ seats and the collection generating over 3 million dollars a year in revenue
 - Formed the foundation for VanceInfo's Japanese business unit, which now accounts for over 7% of annual sales, by developing relationships with key US multinationals in Japan like IBM
- summer 2003 **UBS INVESTMENT BANK** **NEW YORK, NY**
Analyst
Worked within the Originations Department of the Equity Capital Markets Group (ECMG)
- Conducted due diligence and built financial models to determine the amount of equity clients could feasibly offer in block trades, follow-on offerings, and IPOs
 - Created presentation materials illustrating trends in the equity markets and critical statistics on particular companies, that enabled Managing Directors to better guide clients on capital raising initiatives

education

- 2008-2010 **HARVARD BUSINESS SCHOOL** **BOSTON, MA**
Master in Business Administration. Elected section Social Chair, responsible for organizing logistics for technical, cultural, and social events in section as well as the broader community. Member: TechMedia Club, Global Business Club, and Management Consulting Club
- 1999-2004 **UNIVERSITY OF SOUTHERN CALIFORNIA** **LOS ANGELES, CA**
BSc in Business Administration, BSc in Computer Engineering & Computer Science. Awarded Presidential Scholarship worth 50% of tuition for four years, granted to less than 5% of undergraduates for demonstrated leadership and academic achievement

personal

Fluent in Mandarin Chinese, speak French, Spanish, and German. Enjoy violin, guitar, snowboarding, and tennis. Regularly read contemporary non-fiction, books over 400 years old, and books from various "100 greatest books of all time" lists. Keen traveler, have lived in 16 cities on 4 continents