Elijah Adé Principal Product Manager | Platform Strategy & Architecture | Technical Founder

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SUMMARY

An architect and first-principles problem solver at heart. Specializing in B2B2C platforms across education and workforce. 13+ years shaping product strategy alongside founders and executive teams, with a 0→1 track record as a founder, PM, and engineer. Teaching and building with AI since 2022, with a working thesis that AI is a force multiplier - not the goal. Looking to go deep and long as an intrapreneur inside a company with an ambitious, AI-native product thesis.

PRODUCT LEADERSHIP

Principal Product Manager, Platform, *Magpie Literacy* 04/2025 – Present

- Partnered with CEO, CTO, COO, and CPO to define product strategy, AI roadmap, platform architecture, and organizational design for a national literacy platform.
- Guided the platform through its largest back-to-school rollout - 60,000+ learners, on track to surpass 100,000 this school year - ahead of acquisition by Great Minds.
- Architected the platform's learner model, decision engine, and knowledge graph, decoupling core systems into extensible data models that power adaptive learning and personalization at scale.
- Redefined the product delivery hierarchy giving leadership a clear framework to prioritize, plan, and track company investment and output.

AI Product Consultant & Venture Architect, *KnowMeQ* 07/2023 – 04/2024

Led the 0→1 strategy and architecture of an AI-powered workforce learning platform, designing a skills assessment and credentialing system mapping individuals' skills to university credentials and workforce opportunities.

Fractional Head of Product, *Reconstruction* 07/2020 – 04/2021

- Partnered directly with co-founders to define product strategy and platform vision for the nation's first culturally responsive digital learning platform, generating 8-figure annual revenue.
- Directed a $1M investment to architect the platform's v2, translating learning science into a scalable product serving districts, schools, and families nationwide.
- Built the company's first in-house Product, Design, and Engineering organization, transitioning from an outsourced model while recruiting key technical leadership.

Director of Product & Technology, *Habitat Living* 2019 – 2020

- Partnered with the founding team to launch APAC's first eco-conscious co-living and co-working brand, leading product strategy across the customer-facing brand and resident platform.
- Built and led the company's first Product, Engineering, and Design organization, serving as technical lead while scaling the platform across Bali, Jakarta, and Sydney.

FOUNDER & VENTURE BUILDING

Co-Founder, *Groove with Gaia* 05/2021 – Present

- Grew audience to 400,000+ subscribers across YouTube, Instagram, and TikTok, generating six-figure revenue through partnerships and creative consultancy with 20+ mission-driven brands.
- Built Dharmic Design, a paid program serving 1,000+ purpose-driven founders through original curriculum, community, and coaching.

Founding General Partner, *Orca Climate Fund* 2022 – 2024

Co-founded a $3.3M climate venture fund, building a portfolio of 10 early-stage climate technology companies in its first 12 months, and designed the operating model behind it.

Co-Founder & Co-CEO, *Modern Mantra* 03/2021 – 12/2023

- Scaled venture design firm to $1M+ ARR, leading a 25-person cross-functional team across Product, Technology, and Design before exiting through a founder buyout.
- Incubated venture-backed products across education and workforce development, including Reading Reimagined, which became Magpie Literacy, the platform I rejoined ahead of acquisition.

Founder & CEO, *Change Init* 2016 – 2021

- Founded a venture studio partnering with mission-driven startups from ideation through scale across Africa, Asia, and North America, reaching 50M+ users.
- Designed and delivered venture-building programs for young entrepreneurs in partnership with the United Nations and Mastercard.

EARLY CAREER

Lead Instructor, *Le Wagon* 2018 – 2020
Taught full-stack web development across Berlin, Barcelona, Casablanca, and Bali; 200+ graduates.

Head of Corporate Innovation, *Impact Hub Singapore* 2015 – 2016
Built a $1M corporate-startup innovation practice including clients such as P&G, ENGIE, and Adecco.

Strategy Consultant, *Kantar* 2015 – 2016
Advised Samsung, HP, Mondelez, Coca-Cola, and Philip Morris on product innovation and foresight.

Analyst, *AlphaSights* 2014 – 2014
Sourced domain experts for private-equity due diligence.

Account Management, *Ogilvy* 2013 – 2013
Supported integrated marketing for Pfizer, Coca-Cola, and NASCAR.

CORE CAPABILITIES

Strategy - How do we win? — Product vision · Customer discovery · Investment sequencing · Strategic decomposition · Decision & evaluation frameworks · Root-cause analysis

Architecture - How should it work? — Platform architecture · Data modeling · Knowledge graphs · Decisioning systems · Adaptive systems · Agentic workflows · Full-stack development · API integration

Leadership - How do we build it together? — Executive & founder partnership · Cross-functional leadership · Organizational design · Technical hiring · Product operating models

Learning - How do people learn & develop? — Teaching & facilitation · Coaching & mentorship · Learning science · Instructional design · Curriculum design · Assessment systems · Skill modeling · Personalization

EDUCATION

Skidmore College, *B.S., Management & Business*

Le Wagon, *Full-Stack Web Development*