

RICKY DEAN BRO

rickydeanbro@gmail.com | linkedin.com/in/rickydeanbro

Summary

Ricky Dean Bro is an entrepreneurial executive and product owner with expertise in asset monetization and high-growth operations. Founder of RDB ApS; engineered a data-driven organic growth model to secure \$2.6M annualized revenue and high-margin profitability in under two years. Former Strategic Lead at YEEZY (Acquired Tech Division). Specialized in leveraging proprietary AI models to optimize unit economics and accelerate market capture.

Highlights:

- Founder and active executive for RDB ApS, a company specializing in commercialized AI tools within the global creator economy. Through a data-driven approach to product development and organic marketing, I scaled our first project to an estimated annual recurring revenue (ARR) of more than 4.6 million DKK within the first 60 days, based on monthly recurring revenue (MRR).
- Key member of a tech-startup acquired by artist **Kanye West** in 2024, and was subsequently hired as a designer, and then news editor in 2025, at **YEEZY** — a globally recognized fashion brand. This experience honed my ability to meet high-profile client demands, develop visionary concepts, and refine my communication, leadership, and collaboration skills.
- Studied at **Niels Brock Business School**, **Copenhagen Business Academy** and **Copenhagen Business School**, three renowned international business institutions in Copenhagen.
- In addition to my professional endeavors, I apply my **financial expertise** to personal **investment strategies**, focusing on long-term growth and global market diversification.

EDUCATION

Copenhagen Business Academy
AP Degree, Marketing Management

Copenhagen
2024 – 2026

- **Concentration:** Strategic Analysis & Financial Management.
- **Relevant coursework:** Managerial Economics, Business Law, Supply Chain Management, Global Economics, Data Analysis & Statistics.

Niels Brock Business School
EUX Business

Copenhagen
2022 – 2024

- **Weighted Average:** 11.0 / 12.0 (Top 5% percentile).
- **Concentration:** Achieved max grade (12/A) in Marketing, Business Economics, IT, and Organization.
- **Relevant coursework:** Strategic Marketing (Level A), Business Economics, Commercial Law, Informatics.

PROFESSIONAL EXPERIENCE

RDB ApS
Founder, Partner & Chief Executive Officer

Copenhagen
November 2025 – December 2026

Tech-startup and digital media company operating at the intersection of Artificial Intelligence and the Creator Economy. We develop, scale, and manage AI that create deeply engaging experiences for online communities to funnel sales.

- Successfully boosted the company's profitability from day one. Hyper-scaled operations from an initial \$30K in the first month to achieve a total revenue of over \$2.6M USD within the first 14 months and secured an Annual Recurring Revenue (ARR) of over \$1.4M USD.
- Planned the company's corporate structure, establishing a Danish ApS as a strategic launchpad for a born-global company. Secured early-stage guidance by consultants from Business Hub Copenhagen to ensure a financial framework prepared for future expansion into European markets.

COOP
Strategy Associate (Employment & Inclusion)

Copenhagen
January 2026 – March 2026

- Developed workforce initiatives and HR policy strategy to optimize compliance processes.
- Conducted political advocacy analysis to align corporate inclusion goals with national regulations.

YEEZY
Product Lead, Editor & Designer

Los Angeles
February 2024 – April 2025

Recruited by Kanye West to lead multiple creative and strategic initiatives.

- **YZY APP:** Co-founded and led design for the tech startup acquired by the brand; partnered with international teams to deliver UI/UX prototypes.
- **Editorial:** Curated daily content and editorial strategy for news platforms under the Milo Yiannopoulos tenure.
- **Design:** Collaborated on visual concepts and brand identity using Figma.

ADDITIONAL INFORMATION

COURSES & CERTIFICATIONS

Harvard Business School

Strategy & Entrepreneurship

Remote

2026

- Mastered advanced frameworks for competitive positioning, value creation, and market disruption using Harvard's case-method pedagogy; applied strategic analysis to real-world scaling challenges.

Scrum Alliance

Certified Scrum Product Owner (CSPO)

Remote

2026

- Acquired certification in bridging business strategy with technical execution; specialized in managing high-velocity product backlogs and driving rapid iteration cycles for software products.

Copenhagen Business School Executive

Board Leadership & Corporate Governance

Remote

2026

- Executive training focused on board dynamics, fiduciary responsibilities, and strategic oversight; developed competencies in risk management and ESG compliance for high-growth ventures.

The Wharton School of the University of Pennsylvania

FinTech: Foundations, Payments, and Regulations

Remote

2026

- Specialized specialization in payment infrastructure and regulatory frameworks (AML/KYC); analyzed the impact of blockchain, DeFi, and RegTech on global capital markets.

Hong Kong University of Science and Technology

FinTech Security and Regulation (RegTech)

Remote

2026

- Advanced technical training on the security architecture of modern financial systems; focused on algorithmic risk controls, automated fraud prevention, and compliance engineering.

LANGUAGES

- Danish: Native proficiency
- English: Professional ability

INTERESTS

Passionate about creative problem-solving, innovation, and technology. Previously participated in LEGO League, an international robotics competition, where I developed an interest in AI, machine learning, and robotics, showcasing teamwork and ingenuity.