

RICKY DEAN BRO

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Summary

Ricky Dean Bro is an entrepreneurial executive and product owner with expertise in asset monetization and high-growth operations. Former Strategic Lead at YEEZY (Acquired Tech Startup). Focused on leveraging proprietary AI tools to optimize unit economics and accelerate market capture.

Highlights:

Founder and executive of RDB ApS, a company specializing in commercialized AI tools within the global creator economy. The company's primary activity consists of producing digital media content and managing commercial rights, which requires programming and software administration. The company operates as a content provider in B2B, by licensing agreements with international distribution platforms. Through a data-driven approach to product development and organic marketing, I bootstrapped our flagship project to \$100k USD within its first 90 days of operation, and an estimated ARR run-rate of 4.6M DKK (~\$720k USD) based on 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 College**, **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 – Present

Technology company that unites generative Artificial Intelligence and the Creator Economy. We develop, scale, and manage AI licensed to global creator platforms. Technical tasks focused on LLM architecture, RAG pipelines, PyTorch, latency optimization, and training of generative AI-models.

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 (Remote)

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

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.