

EJ ADVISORY | STRATEGIC PROFILE

AI, Enterprise And Rwanda

Led by Eldridge Cooke BSc MBA, EJ Advisory connects artificial intelligence, enterprise and investment with Rwanda’s ambition for globally competitive, locally owned economic value.

Executive Profile

EJ Advisory is led by Eldridge Cooke, an entrepreneurial consultant, strategic adviser, investor and educator born in London and of Jamaican heritage. He brings more than 30 years of business experience spanning artificial intelligence, unified communications, property investment and development, retail and fashion, hospitality, business advisory, coaching and organisational transition.

His career has been built through ventures he has conceived, financed, operated and developed across multiple sectors and market cycles. This gives him direct command of strategy, customer behaviour, commercial risk, execution and adaptation.

As a consultant, he helps institutions, enterprises and entrepreneurs connect ambitious ideas with the people, systems, commercial discipline and implementation capability required to deliver them.

Eldridge combines this operating experience with a BSc in Psychology and an MBA. He understands business not only through strategy and finance, but through the behaviour of consumers, buyers, employees and entrepreneurs.

He is a Professional Member of the IAPP (International Association of Privacy Professionals), building formal expertise in AI governance and data protection to complement this operational and strategic background.

He now applies that experience to a defining economic question: how Rwanda can convert the global AI race into stronger people, investable enterprises, effective institutions and locally owned value.

SELECTED EXPERIENCE

Thirty Years Evidenced Through Enterprise

Eldridge’s experience has been accumulated through businesses, investments and consulting assignments across technology, communications, property, organisational change, manufacturing and retail. Selected experience is presented below with the most recent first.

Auru Visions	**AI transformation** AI transformation work for Momentum Instore, connecting emerging technology with practical business momentum and implementation.
Coincide	**AI and unified communications** A start-up focused on the convergence of artificial intelligence and unified communications.
DSPS Consulting	**Property solutions and marketing** Consulting across property solutions, commercial positioning and marketing.
Bev & Co Investments	**Property acquisition and development** Property acquisition, investment and development, combining opportunity assessment with delivery.
BPMH	**Transition to the PIP framework** Consulting on organisational transition to the PIP framework, supporting change from concept through adoption.
Labels 2000	**Manufacturing and fashion retail** Hands-on experience across manufacturing, supply, customer behaviour and fashion retail.

EXPERIENCE AND PERSPECTIVE

Commercial Judgement Shaped By Experience

Eldridge's authority comes from more than three decades of making decisions where capital, people, customers and execution meet. He has built across sectors, navigated changing market cycles and developed the judgement to distinguish fashionable ideas from commercially useful opportunities.

His career has required him to identify markets, assess risk, negotiate, mobilise people, build customer trust and convert concepts into operating businesses.

He has deliberately maintained direct visibility of how organisations function—from strategic direction and investment decisions to customer experience and delivery. This gives him an unusual combination of high-level perspective and operational intelligence.

STRATEGIC COMMAND	OPERATIONAL INTELLIGENCE
Strategy, investment, organisational thinking and commercial direction.	**Customers, teams, systems, resources and disciplined execution.**

Psychology In Business

Eldridge's BSc in Psychology gave formal language to patterns he had already encountered through markets, families, customers, banks and organisations. His MBA strengthened the strategic and commercial knowledge developed over decades of enterprise.

This combination helps him understand the psychology of consumers, buyers, employees and entrepreneurs - how trust is built, why people resist change, how confidence develops and what converts information into action.

"I connect global change to commercial reality—and commercial reality to practical action."

GLOBAL PERSPECTIVE

The UK, The Caribbean And East Africa

Eldridge was born in London, one of the world's leading financial and commercial centres. Building his career in this environment gave him direct exposure to global capital, international markets, diverse consumers, innovation and the networks that move ideas into enterprise.

His Jamaican heritage provides a personal and cultural connection to African history and the global African diaspora. It informs his understanding of identity, aspiration and the opportunity to build stronger relationships between Africa, Jamaica and diaspora communities.

His sustained engagement with East Africa brings these perspectives together. Eldridge combines commercial instincts developed in the UK with the cultural intelligence of his Caribbean heritage and first-hand knowledge of Rwanda's emerging opportunity.

Rwanda And The Next Global Economy

Eldridge recognises Rwanda as a country defined by ambition, innovation and foresight. Rwanda is not waiting to be included in the next global economy; it is deliberately building a competitive position within it.

His travel, investment and business activity have given him direct experience of Rwanda's commercial environment. Engagement with teams, customers, suppliers, entrepreneurs and institutions gives him a clear view of the country's potential and the capabilities required to accelerate execution.

Eldridge has also invested time in developing several young Rwandans. He has repeatedly seen a gap between intelligence, energy and ambition, and the practical, commercial and digital skills needed to convert that potential into sustainable employment, enterprise and ownership.

RWANDA'S ADVANTAGE

- Exceptional intelligence, energy and ambition
- A strong national appetite for innovation
- Young people ready to compete globally
- A growing enterprise and investment ecosystem

CAPABILITIES TO ACCELERATE

- Practical commercial experience
- Individualised guidance and mentorship
- Problem-solving linked to real markets
- Ownership, investment and enterprise thinking

AI, ENTERPRISE AND CAPACITY

Turning A Global Race Into Local Value

Eldridge has studied artificial intelligence alongside his direct business and investment activity in Rwanda. This enables him to connect the macroeconomic AI race - capital, energy, computing, data and company valuations - with the practical decisions facing Rwanda's institutions, businesses, entrepreneurs and young people.

He positions AI as an economic and institutional shift, not simply a technical subject. Rwanda's advantage will depend on what it builds around the technology: skills, commercial understanding, institutional capability, investable businesses and local ownership.

Strategic Agenda

- The impact of global competition for AI, energy, data and investment on Rwanda.
- Rwanda's most credible positions within the AI value chain.
- Moving young Africans from technology consumption to valuable products and services.
- Stronger education-to-enterprise pathways across universities, government and industry.
- International partnerships that transfer knowledge and leave independent capability behind.
- Local ownership of applications, customer relationships, data and intellectual property.
- Keeping more of the resulting economic value within Rwanda and Africa.

Delivery And Engagement

Eldridge's delivery is direct, accessible and commercially grounded. He can command a large audience and move naturally into executive, one-to-one and small-group work where strategy becomes decisions and action.

His work is suitable for universities, government institutions, business organisations, corporate teams, entrepreneurs, investors, innovation hubs and youth-development programmes.

Keynote lectures and university circuits • Government and institutional briefings • Executive and enterprise workshops • Entrepreneurial masterclasses • One-to-one advisory and mentoring • Longer-term capacity-building programmes

CONSULTING AND STRATEGIC CONTRIBUTION

Experience Translated Into Action

EJ Advisory stands for independent thinking, international perspective, commercial credibility and the ability to turn complex change into practical opportunity.

He brings a rare combination of formal education, accumulated wisdom, commercial judgement, operating experience and direct knowledge of Rwanda. Institutions gain more than a speaker: they gain an experienced strategic voice able to connect global forces with local ambition.

His value is defined by the connections he makes:

Psychology + Human behaviour	**MBA** + Commercial strategy
UK + Global capital	**Caribbean heritage** + African diaspora
30 years' experience + Current AI insight	**Strategy** + Operational execution
Education + Enterprise	**Global investment** + Local ownership

Areas Of Engagement

Eldridge works across universities, government, enterprise, entrepreneurship, investment and institutional capacity-building. He translates global shifts into clear strategic implications, compelling communication, practical programmes and implementation support.

He brings authority without distance, strategic depth with operational command, and international experience firmly aligned with Rwanda's ambition.

"Rwanda does not need to own every layer of artificial intelligence. But it must deliberately develop and own something: skills, applications, customer relationships, intellectual property, infrastructure or businesses."