

EJ Advisory connects artificial intelligence, enterprise and investment with Rwanda's ambition for globally competitive, locally owned economic value. The programme is led by Eldridge Cooke BSc MBA, entrepreneurial consultant, strategic adviser, investor and educator.

Profile

Born in London and of Jamaican heritage, Eldridge Cooke brings more than 30 years of business experience. His career spans artificial intelligence, unified communications, property investment and development, organisational transition, manufacturing, fashion retail, hospitality, business advisory and coaching. His perspective connects the UK, his Caribbean heritage and East Africa.

His authority is grounded in ventures he has conceived, financed, operated and developed across different sectors and market cycles. 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.

A BSc in Psychology and an MBA complement this operating experience, enabling him to connect human behaviour, commercial strategy and practical execution.

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.

Selected Experience

Auru Visions	AI transformation work for Momentum Instore
Coincide	AI and unified communications start-up
DSPS Consulting	Property solutions and marketing
Bev & Co Investments	Property acquisition and development
BPMH	Consulting on transition to the PIP framework
Labels 2000	Manufacturing and fashion retail

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.

Rwanda And The Next Global Economy

Eldridge's travel, investment and business activity have given him direct experience of Rwanda's commercial environment. His 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.

He has also invested time in developing several young Rwandans and 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.

Strategic Themes

- 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.

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

"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."