

Ikechukwu Emmanuel Arum.

Founder · Senior Software Engineer · ML · Product · Capital Delivery Project Manager

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PROFILE

Founder and senior software engineer who takes products from concept to the App Store, having led the design and launch of 15 apps across iPhone, iPad, Mac and web, spanning generative AI, audio-first social, health and productivity. Founder & CEO of Hokfam Ltd, a Leeds-headquartered technology, music and fashion hub. Brings capital delivery discipline as Project Manager on the initiation of a £304m Severn Trent raw water storage project, uniting product strategy, hands-on engineering and rigorous governance.

EXPERIENCE

Founder & CEO @ Hokfam Ltd

Founded 2023 · Leeds, UK & Lagos

Technology, music and fashion hub

- Founded Hokfam in Aba, Nigeria in 2023 and grew it into a company headquartered in Leeds, England, with a Lagos branch; appointed director of HOKFAM LTD (UK companies register) on 18 July 2025.
- Led design and launch of the app portfolio: **15 apps on the App Store** across iPhone, iPad, Mac and web.
- Set product direction and built AI-powered features, from generative deck creation in Otis to AI summaries and translation of voice posts in Reson.
- Deployed KidFocus, a family task manager, at Divine Scholar College, Lekki (July 2025).
- Built LeedsLink, a prototype connecting local businesses, which won **2nd Prize at the Reboot Power Up Leeds Hackathon by Lloyds Banking Group** (September 2025).
- Leads the creative divisions: Hokfam Records and HOK Studio (music) and the Fashion Originator clothing line.

SELECTED PRODUCTS

Otis – AI presentation maker: describe a topic and it builds the deck; 15+ chart types, 40+ templates, export to PowerPoint/PDF. iPhone, iPad, web.

InnerCircle+ – Private premium dating network with curated introductions and verified identities.

CuraMate – Health assistant and wellness tracking.

Wellnessify – Sleep, recovery and habit insights.

Also: KidFocus, NextRole, LeafLens, Uplift, InvoiceYou, Vitals Log, Holy Bible: Life Verses, Riddle Trivia.

Reson – Audio-first social network with voice posts, voice replies, AI summaries and translation. iPhone and web (joinreson.com).

MaxSend – Mac bulk email via SMTP with deliverability tooling: SPF/DKIM/DMARC guidance and bounce monitoring.

Email Extractor & Sorter – Mac email extraction and MX verification.

FitIQ – Body scan, measurements and wardrobe styling.

Project Manager @ Severn Trent

West Midlands, UK

£304m civil engineering capital delivery project for raw water storage

- Project Manager from project initiation through part of Gate 1, shaping the project towards its Gate 1 decision.
- Established project initiation and governance arrangements.
- Led business case and option development, and defined project scope.
- Managed stakeholder engagement and project risk.
- Developed programme and cost planning to support the Gate 1 decision.

EARLIER ROLES

Senior Project Manager @ HOK

Senior Project Manager & Head of Partnerships @ Edelz Group

EDUCATION & CERTIFICATIONS

Degree	MSc, Science Management – Leeds Beckett University
Degree	MBA – University of New Brunswick, Canada
Certification	PMP (Project Management Professional)
Certification	Atlassian Project Management Certificate
Certification	IBM Project Manager Professional Certificate

AWARDS & RECOGNITION

22 Sep 2025	2nd Prize, Reboot Power Up Leeds Hackathon by Lloyds Banking Group, with LeedsLink (Community Commerce Connector challenge).
2026	Featured on the Leeds Tech Map 2026.

PRESS

20 Apr 2026	TechCabal – “Nigerian tech founder Ikechukwu Emmanuel Arum’s Hokfam secures second place at Lloyds Bank Tech Hackathon in Leeds with LeedsLink.”
4 May 2026	Techpoint Africa – Hokfam brand press feature.

SPEAKING

BHBB	Build Here, Bridge Beyond – TN Naija’s programme for immigrant and diaspora-led tech founders in the West Midlands. Spoke on voice as the most human form of communication.
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SKILLS

Product	Product strategy and management; concept-to-launch delivery; app portfolio management
Engineering	iOS, iPadOS, macOS and web apps; SMTP email deliverability (SPF/DKIM/DMARC)
AI / ML	AI/ML product features: generative AI, summarisation, translation
Project Mgmt	Capital project management: initiation and governance, business case and options, scope definition, stakeholder engagement, risk, cost and programme planning
Leadership	Company founding and leadership; team leadership; partnerships