

Darius Sherman, PSPO

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SUMMARY

Seasoned Product Manager with expertise in translating business needs into technical solutions, managing cross-functional teams, and driving product growth. Proven success in enhancing partner engagement, optimizing go-to-market strategies, and applying design thinking to improve offerings. Strong skills in Agile methodologies, market analysis, and backlog prioritization to deliver impactful results. Professional Scrum Product Owner certified.

SKILLS & CORE EXPERTISE

Market Research | Metrics Management | Data Analysis | Design Thinking | Business Acumen | Go-to-market | Software Engineering | Cybersecurity | Jira | Amplitude | Figma | SQL | Excel | A/B Testing | Requirements Gathering | Stakeholder Management | Influencing | Problem Solving | Leadership | Project Management | Team Leadership | Communication | Storytelling

EXPERIENCE

Product Manager @ IBM

January 2021 - July 2024

- Translated business requirements into technical specifications, leading the development of new use cases (0-1) for IBM business partners across genAI and security domains
- Conducted market analysis to create customer-focused solutions, ensuring competitive market-fit
- Applied design thinking to integrate customer feedback into product enhancements, improving IBM programs and increasing market impact by 27%
- Led buyer persona research to build and optimize go-to-market strategies, contributing to a 4.7x annual increase in wins for AI and security use cases
- Managed cross-functional Agile and Waterfall teams, resulting in a 21% increase in partner engagement and product adoption
- Built and maintained strong stakeholder relationships, driving collaboration and business success

Technical Product Manager @ IBM

June 2020 - August 2020

- Defined product requirements, created user stories, and prioritized features using Agile methodologies
- Performed market research and competitive analysis to guide product strategy and drive successful enhancements
- Managed product backlog and roadmap to ensure alignment with business goals; resolved developer blockers
- Integrated OAuth 2.0 (OIDC) into IBM's Cloud Pak for Multicloud Management, increasing user satisfaction by 9%

Software Engineer @ CBORD

May 2018 - May 2020

- Maintained legacy iOS and web apps using Objective-C, Swift, C++, JavaScript, AJAX, and PHP, improving performance and security in an Agile environment
- Migrated desktop applications to cloud-based platforms with mobile compatibility
- Gathered business and technical requirements through stakeholder interviews
- Facilitated the adoption of Apple's mobile credentials, confirmed WCAG 2.1 compliance using Selenium, and implemented in-app help feature
- Automated API testing in Postman, reducing manual regression testing by 8 hours in the CI/CD pipeline

ADDITIONAL EXPERIENCE

Director of Technology @ 123 Go Driving Academy

January 2022 - Present

- Increased enrollment by 87% through strategic branding, website development, social media campaigns, and creation of an applicant portal
- Ensured 100% secure PII handling by implementing data protection best practices during the application process
- Boosted website and applicant portal traffic by 318% through SEO optimization and social media strategies while maintaining compliance with data security protocols
- Enhanced brand recognition, driving 3,000+ monthly site visits through targeted branding efforts

Marketing Chair/Board Treasurer @ Excellence Project 501(c)(3)

June 2021 - Present

Delivery Lead @ AfroHacks at AFROTECH

2023, 2024

Intern Site Supervisor @ IBM Austin

2023, 2024

EDUCATION

B.S. Computer Science emphasis in **Software Engineering** and **Cybersecurity** | **Baylor University**

CERTIFICATIONS & BADGES

Professional Scrum Product Owner (PSPO) (Scrum.org), Product-Led Fundamentals (Product-Led), Product-Led (Pendo), Product Manager Bootcamp (IBM), Product Academy Foundations (IBM), Enterprise Design Thinking (IBM), Security and Privacy by Design (IBM), PMI PMP (Expected October 2024)