

DARIUS SHERMAN

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EXPERIENCES

ISV Success Manager, Build Go-to-Market @ IBM

January 2021 – July 2024

- Optimized cross-vertical go-to-market strategies by conducting in-depth buyer persona research, driving a 4.7x annual increase in wins for AI and Security partners
- Directed cross-functional teams executing go-to-market initiatives, resulting in a 21.2% rise in partner engagement and consumption; fostered strong relationships with key stakeholders in strategic accounts, enhancing collaboration and business outcomes
- Applied design thinking to revamp the IBM co-sell program, increasing business partner participation and market impact, which expanded the partner network by 27%
- Directed the creation and development of use cases through technical expertise and market-fit analysis
- **Stack:** Python, Amplitude, Jira, Aha!, Figma, Monday, Airtable, and Salesforce

Technical Product Manager @ IBM

June 2020 – August 2020

- Directed the integration of OAuth into IBM's Cloud Pak for Multicloud Management, enhancing user satisfaction by 9%
- Managed a 6-person squad (scrum master), prioritized tasks, and ensured project and product strategy alignment
- Validated subscription and support renewals, contributing to quarterly revenue of \$8.4M
- **Stack:** Jira, Aha!, OAuth, Ansible, Agile, Salesforce

Software Engineer @ CBORD

May 2018 – May 2020

- Maintained legacy iOS and web apps improving time complexity and security in an Agile environment
- Transformed desktop native application to have web and mobile availability
- Championed adoption of Apple's mobile credentials and satisfied WCAG 2.1 compliance across CSGold
- Developed automated API testing for continuous improvement/development pipeline saving 8 hours of manual regression testing
- **Stack:** React, HTML, CSS, MySQL, JavaScript, Selenium, Objective-C, C, C++, Swift, Postman

ADDITIONAL EXPERIENCES

Director of Technology @ 1-2-3 GO Driving Academy

January 2022 – Present

- Boosted enrollment process by 87% through strategic branding, website development, email campaigns, laptop acquisition management, and creation of an applicant portal for founders
- Achieved 100% secure handling of sensitive data by implementing best practices for managing and protecting PII collection during application process
- Increased website and applicant portal traffic by 318% by optimizing SEO and utilizing organic and paid social strategies; enforced student and staff data security protocols, maintaining compliance with industry standards and preserving data integrity
- Strengthened brand recognition and market presence, driving over 3,000 monthly site visits through effective branding initiatives

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| Marketing Chair, Board Member | President, Board Member | Communication/Design, Board Member | Delivery Lead Afrohacks @ Afrotech | Intern Site Supervisor IBM Austin | Windows and Policy Team lead Baylor Cybersecurity |
| Excellence Project | Park at Wellspoint | IBM Austin Black BRG | | | |
| January 2021 - Present | June 2021 - Present | January 2024 - Present | 2023 & 2024 | 2023 & 2024 | August 2019 - May 2021 |

EDUCATION

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

CERTIFICATIONS & BADGES

Product-Led Fundamentals (Product-Led), Product-Led (Pendo), Product Manager Bootcamp (IBM), Product Academy Foundations (IBM), Enterprise Design Thinking (IBM), Docker Essentials (IBM), Garage Essentials (IBM), Agile Explorer (IBM), Security and Privacy by Design (IBM), Think Like a Hacker (IBM)

CORE EXPERTISE

Objective-C | C | C++ | Swift | React | SQL | HTML5 | CSS | JavaScript | PostgreSQL | Pandas | Linux | PowerShell | DOS | Assembly | Ansible | Terraform | OpenShift | Software Engineering | Cybersecurity | Selenium | Prompt Engineering | SEO | Market Research | Metrics Management | Data Analysis | Agile Methodology | User Experience | Product Management | Customer-Centric Design | Design Thinking | Business Acumen | Marketing | Go-to-market | Influencing | Leadership | Management | Communication | Storytelling