

# DARIN ARCHER

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## *Senior Manager, eCommerce*

### PROFILE

High-caliber and comprehensive leadership experience as a Technology Evangelist and Change Agent in eCommerce (B2B & B2C), product design, target marketing, partner management and new business development in deadline-driven software company and SI environments; more career info at [www.darinarcher.com](http://www.darinarcher.com).

- Top program director and multi-discipline team leader in all aspects of the business growth process, including competitive analysis, brand positioning, business process design, alliance programs, sales and customer relationship building. Track record of success in both start-up paced environments and Fortune 500.
- Collaboration talents in relationship building, organizational transformation, needs analysis, change management, and program management in cross-functional, matrixed environments.
- Extensive technical background in eCommerce, commercial enterprise software and custom application development. 11+ years in the software business (8+ from management consulting - Accenture).
- Diverse exposure to cross-cultural practices and global business protocols, particularly in Asia Pacific, India, Latin America and North America with experience in retail and volume software licensing practices.
- Proven experience launching large complex programs driving multidisciplinary teams to the same goal.

### AREAS OF EXPERTISE

Strategic Planning Partnership Building eCommerce Team Leadership Sales/Product Marketing  
Software Sales Project Accountability Process Improvements Agile/Scrum Product Management

### EXPERIENCE

#### **Adobe Systems, Inc., San Francisco, CA**

**2010 – Present**

Senior Marketing Manager, eCommerce

Driving transformation of Adobe.com online marketing and eCommerce to better leverage Omniture's online marketing suite and enable a multi-screen customer experience across all platforms and devices.

- Product Manager of telesales quote and order management tools
- Inspired and led adoption of agile methods including agile engineering principles and Scrum project management across both the business and IT teams.
- Involved in user experience design, architecture and implementation of Omniture Test&Target, Recommendations and Search&Promote.

#### **ISCS, Inc., San Jose, CA**

**2008 – 2010**

Vice President, Professional Services

Responsible for new customer implementations of quote-to-cash operations software for P&C insurance companies, customer support, datacenter operations and application hosting. Developed new business process and playbook for improving system implementation model including enablement of SI partners. Improved client value and delivery through improved processes, services support tools and motivated team members.

- Nearly doubled services revenue first year while turning around failing customer projects and relationships.
- Transformed operations implementing agile engineering principles and Scrum project management across R&D, Professional Services and IT.
- Program Manager over an average of 5 major projects and 10+ small projects ongoing
- Designed and enlisted System Integrator (SI) partner engagement model to radically scale team.
- Published "Enterprise Software Companies Should Partner with System Integrators", PSVillage.com.

## Senior Manager

Promoted to this position through levels of increasing responsibility, excellent skills in entrepreneurial leadership, multi-team supervision, successful program delivery, and executive accountability. Utilized expertise in product development, sales/marketing, program management and customer relationship management.

- Consistently recognized by Accenture and client executives for successfully directing large complex programs.
- Earned a reputation for creative leadership, staff mentoring, business strategies, quality assurance, and international team supervision.

**Key Engagements:**

- **Program Director – Large Electronics Distributor**, Led transition of application development effort of a web-based quote-to-order system that generated real-time quotes on almost 2 million parts for thousands of manufacturing customers. Refocused and led a team of 75 professionals, including business analysts and software developers.
- **Sales/Marketing Director – Accenture Internal**, Drove business development efforts for outsourcing sales worth \$36 million, with \$8 million in direct sales, to 55 global clients for the Communications & High Tech Operating Group. Deployed advisory talents in work scope planning, outsourcing strategy, enterprise software requirements and off-shore workforce acquisition. Worked across globally matrixed divisions influencing senior executive adoption of new sales and customer support practices. Decision-maker for project delivery site selection from India, China, Philippines, Brazil and Eastern Europe.
- **Senior Program Manager - Microsoft**, Oversaw the successful launch of five products to increase renewal rates among “at risk” volume license software maintenance customers, affecting a base of 90,000 customers and revenues of \$6 billion. Responsible for driving program buy-in and roll-out across all business units, IT, sales, marketing, legal and operations. Achieved full program introduction on schedule and within approved budgets. Separately as QA Director, set up an outsourced software testing organization with resources from four countries with a new team in India for the OEM business unit. Reduced necessary resources by 18% and budget needs by 30%, while improving quality levels by 36% (production defects reduced).
- **Project Manager – AT&T Wireless**, Directed a team of over 30 professionals in inter-carrier system testing and operational readiness for the launch of wireless local number portability (LNP). Planned and conducted call center training and go-live support. Managed enhancements to two separate CRM and billing systems. In addition to LNP, as QA Manager, facilitated the product launch process from IT systems through all sales channels for a new pre-paid mobile phone service, “GoPhone.”
- **Product Manager – SBC**, Tasked with forming and leading a group of 12 in the site design and development of an Internet Ordering Tool (eCommerce), while driving online ordering strategy for the DSL product. Responsible for seven major features for this tool, including calendar-based scheduling and B2B interface, which was later used for Yahoo! reselling efforts.
- **Additional Engagements**, Held award-winning positions as Software QA Engineer for AT&T Wireless and Portal Software (Oracle), as well as UX Designer for Cisco Systems. Acquired experience in software integration, user experience design, enterprise CRM strategy, system administration and multi-platform development (Java/J2EE and .NET).

**RELATED BACKGROUND**

- Advisor on product development and marketing services to support mobile marketing and eCommerce operations for Goomzee, a start-up firm in Missoula, MT. 2003 - Present
- As Product Manager and Sales Executive for Blackfoot Communications, supported key business development and product launch efforts for this regional wireless carrier from 1998-2000.

**EDUCATION**

University of Montana, Missoula, MT

2000

**B.S. Degree in Business Administration**; minor in Communications.

- \* Worked as the **Business Manager** for the student radio station; handled a \$250,000 budget.
- \* Set up and operated Street Light Creations, an Internet website design and marketing company.
- \* Served as **Sports Announcer** for college sporting events in Volleyball, Men's Basketball and Track & Field.