

# DARREN SMITH



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**G:** <https://github.com/...> **darrensmith** & **industryswarm**

**R:** Sydney, Australia

*Darren is a professional within the technology industry with over 13 years of experience in eCommerce and Payments.*

*He has experience in Business Analysis, Project Management, Sales Engineering & Integrations, Growth & Innovation, Strategy and Product.*

*Darren is looking to expand and deepen his skill-set and put everything that he has learnt in to practice for the benefit of his next employer in order to facilitate their growth.*



## Business Skills

*Project Management*

*Business Analysis*

*Product Management*

*Pre-Sales (Technical) Consulting*

*Relationship Management*

*Growth & Innovation*

*Strategy*

## Domain Skills

### Technical

*Node.JS & Front-End Javascript (Expert)*

*PHP, C/C++, Basic (Basic - Intermediate)*

*Reactive Extensions (RxJS)*

*Solution Architecture*

*Infrastructure (Cloud, Etc),*

*Networking & Virtualisation*

### Non-Technical

*Low-Fidelity Mockups in Balsamiq*

*High-Fidelity Designs in Sketch*

*Prototypes in Sketch & Axure*

*Payments (AU & Global)*

*eCommerce*

## WORK HISTORY



### IndustrySwarm

Mar 2021 - Current  
Sydney, Australia

## Founder, CEO, Consultant (Mar 2021 - Current)

### Summary

IndustrySwarm is building Infrastructure for the Internet of Apps (IoA) - check it out at [www.industryswarm.com](http://www.industryswarm.com)



### Frollo

Dec 2020 - Feb 2021  
Sydney, Australia

## Product Manager (Dec 2020 - Feb 2021)

### Key Accomplishments:

1. B2C App On-Boarding Improvements (Analysed Analytics for On-Boarding Flow of B2C App and Undertook User Interviews, Then Made a Series of Recommendations to Decrease Drop-Off)
2. Analytics Implementation Project for V2 of the Consumer App (MixPanel)
3. Created User Journey Maps for Competitor's PFM Solutions as well as Full User Journey Maps for v1 and v2 of the B2C App w/ MixPanel Events Tagged Across All Screens
4. Created Portfolio View Custom Code-Backed Google Sheets Spreadsheet (w/ Gantt Chart & Resource Matrix Generation Capabilities) and then Interviewed all Heads of Departments to Determine Projects, Estimates & Resourcing then Filled In View & Scheduled Resources)
5. Market & User Research for Marketplace Project
6. Prepared Tech Prop for New FinTech Sales Pipeline
7. Wrote up Proposals for a number of Product & Growth Strategies





## Antler Venture Capital

May 2020 - August 2020  
Sydney, Australia

### Entrepreneur (May 2020 - August 2020)

Antler is a startup generator and early stage global VC that invests in exceptional people across the world to build the next wave of tech companies. ~2,000 people applied to Cohort 3 of Antler Sydney and **~95 people secured a spot - of which I was one!**

I learnt a lot - including: **High-Def Web / UI Design** in Sketch (on Mac); Preparing **Pitch Decks for Investors**; **Validating Business Ideas**; Investor-Focused **Financial Modelling**

Ultimately I failed to get investment and that is where my journey with Antler ended.



## Zip Co

July 2016 - April 2020  
Sydney, Australia

### Product Manager & Lead Business Analyst - Pocketbook (Oct 2018 - Apr 2020)

#### Key Accomplishments:

1. **Setup user research function** and executed upon it
2. Conceptualised a Gift Card Marketplace product @ Zip, pulled together a team, built an MVP in a hackathon, won 3rd place and launched (only hackathon initiative from ~12 to do so), resulting in a product that was shortly thereafter within the **highest grossing channels of revenue at Zip**
3. **Managed product and development** for the Pocketbook Affiliate Rewards project
4. Performed a tonne of **ideation around Pocketbook** and created a backlog of initiatives that the team is still working through
5. Did some BA (business analyst) work on Pocketbook v2.0 (complete front-end refresh)

### Head of Growth Projects (Oct 2017 - Oct 2018)

1. Contributed to definition of **growth & innovation strategy** at Zip incl. **building business cases** and **basic financial models** for initiatives and conducted discovery with many partners (in **FinTech and Banking**) to uncover potential strategic opportunities incl. potential acquisitions
2. **Ran an RFP** to replace Zip's payment gateway (assessing, to quite some depth, almost **the entire card payments ecosystem within AU**)
3. Performed research, analysis & solution assessment, vendor selection and contract negotiation for the Acceptance Problem at Zip which led to the **Shop Everywhere Initiative**. I also created a number of prototypes of alternative solutions to the acceptance problem incl. QR code for in-store acceptance
4. Involved in early work to discover and **assess potential commercialisation opportunities for Pocketbook**
5. Did a small amount of **business development work** - opening doors for Zip in to tolls and transport

## Head of Sales Engineering - Enterprise & Channel (May 2017 - Oct 2017)

1. Led a team of 2 others - supporting pre-sales and integration for many major AU brands including – Michael Hill Jewellers, Mitre 10, Beacon Lighting, Kathmandu, Anaconda, Best & Less, Australian Geographic, The Co-Op Bookstore, Sanity, Trip-A-Deal, Wittner Shoes and over 40 SMB and Mid-Market opportunities
2. Owned and was the subject matter expert for our **in-store POS and terminal** integration strategy
3. In a team of 3 that responded to a major tender for a **billion-dollar** retail group (Super Retail Group) - covering the technical solution / architecture, project management and risk management – and pitched these areas face-to-face to the client, culminating with us winning the tender
4. **Developed and introduced team process** to improve efficiency and professionalism of approach and formulated and executed a training and mentorship program for my direct reports and for the SMB engineers

## Sales Engineer (Jul 2016 - May 2017)

1. Performed integrations and acted in a consultative capacity for larger integration projects incl. Catch of the Day, Forever New, WebJet Exclusives, Adairs, Harris Farm, Cheap as Chips, PLE Computers, PC CaseGear + over 120 SMB and mid-market opportunities
2. **Re-engineered the team's responsibilities to include pre-sales consultative responsibilities** for larger enterprise and channel merchants. To support this, I built out professional-looking pre-sales artefacts
3. Took on a number of coding projects including the **development of two developer API playgrounds**
4. Got the opportunity to shadow our founders (Larry and Pete) to a number of **investor pitches / meetings**



### PayPal

Oct 2014 - Jun 2016  
Sydney, Australia

## Pre-Sales Consultant (Oct 2014 - Jun 2016)

1. Acted in a **pre-sales capacity** across many enterprise and channel integrations incl. government and insurance and supported integration for many clients incl. AMF Bowling, Intuit Quickbooks Online and Flight Centre
3. Designed a process to **build point and click prototypes** for pre-sales and rolled this out to the team
4. Key member of a team that built a payments wristband solution that was piloted at Splendour in the Grass. Coded up portions of the system, supported the technology in field and undertook user research to discover demand for this product. Also down as **one of the four inventors of the technology on a provisional patent**
5. Participated in PayPal's Battlehack Hackathon as a **Payments Consultant and Mentor** and presented at a number of partner events on PayPal payments technology and the payments industry more generally
7. Developed a deep understanding of **AU and Global payments technology** (Cards, DE, BECS, Central Banking incl. RBA + RITS, FX, etc...)
8. Researched for & Prepared a business case to launch a **Peer to Peer Lending** product within Australia and pitched it to the head of our global credit team in Singapore



## GraysOnline

Feb 2008 - Sep 2014  
Sydney, Australia

**Senior Business Analyst & Delivery Manager** (Dec 2011 - Sep 2014)

**Business Analyst** (Sep 2009 - Dec 2011)

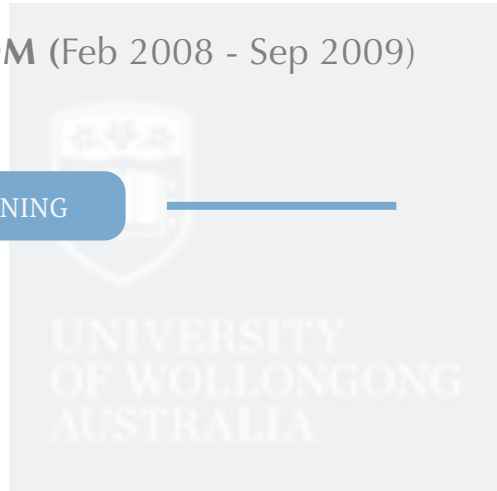
**Graduate Programme - Project Manager & BDM** (Feb 2008 - Sep 2009)

### EDUCATION & TRAINING



## University of Wollongong

2004 - 2007  
Wollongong, Australia



### VOLUNTEER WORK

## First Responder @ Unimed

For 3 years during university

Performed first aid / first responder duties at major events incl. Field Day, Parklife, The Hordern Pavillion, City of Sydney NYE Celebrations, Etc...

## Dish Washer @ OzHarvest

Have done a few shifts here and there washing dishes for OzHarvest

### INTERESTS

#### Interests

Outdoor Recreation Incl. Canyoning, Rock Climbing, Abseiling, Hiking, Camping, Etc... Coding, Reading/ Research (Topics incl. Philosophy, Cognitive/Metacognitive Sciences, Linguistics, Science Fiction), Building things.

Working on and Improving my Private Cloud at home (QNAP TVS-882). My internet is routed directly in to a pfSense firewall VM on the box which has the Snort IDP setup which alerts me to potential breaches. Downstream of the firewall is a physical connection to my home wi-fi router and a number of virtual connections to VMs running various services (Jira, Confluence, GitLab, Jenkins, App Server - for my own apps that I've built in Node.JS with latest security considerations baked in, etc).

Travel (Europe, South America Incl. The Galapagos, New Zealand, Fiji, USA, Mexico), Festivals incl. Burning Man, Burning Seed (Australian Regional Burn), Rainbow Serpent and Many More

### REFERENCES

Please refer to my LinkedIn references and then select one, reach out to me and let me know their name and I will provide contact details for you to reach out to them