

CONTACT



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CORE STRENGTHS

- Extraordinary communicator
- Commanding leadership in process design and brand standards
- Expertise in organizing, expressing ideas, and information clearly
- Demonstrated track record of sustained high performance
- Strong leadership, coaching and mentoring skills
- Leads change | Models the standard

SPECIALIZED SKILLS

- Adobe Experience Manager
- Adobe Creative Suite
- Brand Standards
- Digital Asset Management
- Executive Presentations
- Graphic Design
- Process Creation | Governance
- Stock Imagery Curation
- Storytelling
- Zendesk Administration

CERTIFICATIONS & AWARDS

Call Center Manager
Knowledge Management
Administrative Professional
Next Generation Leadership

EDUCATION

BACHELOR OF SCIENCE
Business Administration
Computer Information Systems
Western Carolina University

DERRICK IJAMES

Brand Standards | Communications | Digital
Asset Management | eLearning & Development |
Process Governance | Storytelling

Seasoned executive leader with 25+ years of driving operational excellence and delivering high-impact projects in complex, global environments. Recognized as a cross-functional subject matter expert with a proven ability to align strategy with execution, foster enterprise-wide collaboration, and optimize productivity at scale. Known for transformational leadership that combines strategic vision with hands-on expertise, translating insights into measurable business value while building trust and engagement at all organizational levels.

PROFESSIONAL EXPERIENCE

OWNER

Derrick Ijames Consulting & Solutioning LLC
2024 - Present

- Develop compelling, high-impact communications that reflect your vision, mission, and brand voice, ensuring clarity and alignment with business objectives.
- Strengthen executive presence with credible, persuasive messaging tailored to stakeholders, investors, and teams—enhancing trust and engagement.
- Design and execute dynamic content plans that amplify your brand's voice, drive engagement, and convert audiences across platforms.
- Produce high-quality visuals, videos, and copy tailored for social media—maximizing reach, retention, and ROI.
- Transform ideas into striking visuals using typography, color theory, and imagery to communicate your message with impact.
- Craft polished marketing materials, presentations, and digital assets that elevate your brand and captivate your audience.

PROFESSIONAL EXPERIENCE (CONTINUED)

DIGITAL ASSETS & OPERATIONS EVANGELIST

Keysight Technologies | Global Services

2019 - 2023

- Established and enforced enterprise-wide content governance, implementing structured naming conventions, metadata tagging, and curation policies in Adobe DAM to optimize asset discoverability and compliance.
- Led regular audits and QA processes to ensure adherence to AEM/DAM publishing standards, including component integrity, metadata accuracy, and workflow efficiency.
- Optimized digital asset lifecycle management by auditing, retiring outdated content, and refining processes to maintain a high-performance, brand-aligned asset library.
- Mastered Adobe Digital Asset Manager (DAM) publishing workflows to enhance site functionality and user experience.
- Evaluated and improved digital asset infrastructure, ensuring seamless feature performance, intuitive navigation, and alignment with evolving brand and technical standards.
- Pioneered a scalable DAM e-training program, equipping authors, publishers, and content creators with best practices for asset management, AEM workflows, and governance compliance.
- Identified knowledge gaps through surveys, focus groups, and stakeholder interviews, translating insights into targeted training materials and onboarding resources.
- Championed continuous learning, rapidly acquiring expertise in new tools and technologies to develop future-proof training programs that drive adoption and efficiency.

LITERATURE DESIGN MANAGER & BRAND PROGRAM EVANGELIST

Keysight Technologies | Corporate Services

2014 - 2018

- Spearheaded end-to-end execution of global literature design, orchestrating internal teams and external partners to deliver high-impact, brand-aligned materials.
- Streamlined project intake, prioritization, and resource allocation for a high-volume design pipeline, ensuring timely delivery across regions and business units.
- Elevated brand consistency and value by developing holistic, integrated brand standards that reinforced company vision, culture, and business strategy.
- Founded and led a global Brand Champion Network, fostering cross-functional collaboration to drive adherence, best practices, and innovation in brand expression.
- Managed budgets, compliance, and performance metrics for design operations, optimizing efficiency and ROI without compromising quality.
- Cultivated talent and team growth through mentorship, skills development, and performance management, building a high-performing design organization.
- Championed ethical and technical best practices, embedding integrity and credibility into all business and design decisions.

PROFESSIONAL EXPERIENCE (CONTINUED)

INTEGRATED BUSINESS SOLUTIONS MANAGER

Agilent Technologies | Americas Field Sales Organization

2004 - 2010

- Directed multi-disciplinary Centers of Expertise (CoEs) spanning Strategic Initiatives, CRM & Front Office Solutions, Implementations, and Training | Quality | Compliance, aligning capabilities with enterprise objectives.
- Led high-performing teams of managers, supervisors, and subject-matter experts, fostering accountability for budgets, timelines, and performance excellence.
- Championed operational policies and governance frameworks to execute business strategy, ensuring scalability, compliance, and measurable outcomes.
- Orchestrated complex, high-risk initiatives across business units and functions—driving alignment, mitigating interdependencies, and delivering on corporate goals.
- Served as a trusted thought leader, advising leadership on planning, process optimization, and transformational change to enhance operational efficiency.
- Spearheaded the adoption of cutting-edge technical/business solutions, enabling seamless transitions and maximizing ROI on large-scale implementations.
- Designed and institutionalized standardized processes, tools, and methodologies to optimize program execution, oversight, and virtual team collaboration.
- Provided technical and strategic guidance to project managers and analysts, ensuring solutions met functional, performance, and scalability requirements.
- Pioneered change management initiatives, leading organizations through major transitions with minimal disruption and sustained stakeholder buy-in.

