Charles Ackerman

Executive Director of Delivery & Operations

DeLand, FL, USA

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AREAS OF EXPERTISE

- Strategic Program & Portfolio Management
- Salesforce Program Delivery & Optimization
- Professional Services Leadership
- Enterprise IT & Cloud Transformation
- Financial & P&L Oversight
- Partner Relationship Management

- Delivery Operations & Governance Frameworks
- Executive Stakeholder & Client Engagement
- Business Process Reengineering
- PMO Design & Organizational Maturity
- Cross-Functional Team Leadership
- KPI & Performance Metrics

PROFESSIONAL EXPERIENCE

Account Director 2024–2025

Cloud for Good • Remote

- Led strategy and execution for implementation projects using Salesforce Education Cloud, Marketing Cloud, Commerce Cloud, and Experience Cloud within higher education.
- Streamlined \$5M Salesforce project portfolio through governance frameworks, stakeholder engagement, and coaching delivery leaders.
- Stabilized strained client relationships by restructuring support operations and restoring trust.
- Spearheaded cross-functional pursuits, securing \$1M in revenue impact and strengthening client confidence.
- Optimized firmwide market credibility by speaking at summits, co-leading webinars, and driving thought leadership.
- · Devised accelerator strategy to unify governance, improve efficiency, and drive new revenue opportunities.

Regional Head of Delivery, North America / Principal Delivery Manager

2022-2024

VRP Consulting • Remote

- Directed delivery projects with global centers and vendor partners, ensuring cost-effective and high-quality results.
- Led \$2M Salesforce portfolio for the MTA, stabilizing delivery and launching Congestion Pricing Portal.
- Spearheaded \$1M+ multi-year Salesforce managed services engagement in the hospitality sector.

- Revitalized Salesforce environment for a 200-year-old nonprofit, restoring integrity and operations.
- Enhanced client retention and adoption through integrated delivery and success strategies.

Senior Project Manager / Project Manager

2019-2022

Coastal Cloud • Remote

- Managed large Salesforce portfolios for the Florida Department of Economic Opportunity, scaling from \$1M to \$5M+.
- Established workstream-lead delivery model and governance frameworks to improve efficiency and reporting.
- Designed BPMN-based process documentation for Florida Division of Emergency Management.
- Mentored project managers to strengthen leadership pipelines and organizational maturity.

Project Manager 2015–2019

Embry-Riddle Aeronautical University • Daytona Beach, FL

- Established the university's PMO, embedding governance, structure, and metrics into IT project delivery.
- Coordinated diverse software, hardware, and process projects with cross-functional stakeholders.
- · Elected by peers to lead Work Environment Quality Council, improving employee relations and engagement.

User Support Manager

2013-2015

Volusia County Schools • DeLand, FL

- Directed IT support operations for 62,000+ students and 7,600+ staff, improving service quality and efficiency.
- Implemented data-driven resource allocation and workflow automation.
- Negotiated improved vendor partnerships and overhauled service delivery operations.

Earlier Roles 2012–2013

Volusia County Schools & Others

 Learning Technologies Specialist and Career & Technical Education Teacher roles provided early foundations in leadership, systems thinking, and delivery.

EDUCATION

- Master of Science in Computer Information Systems Boston University, Concentration: IT Project Management
- Bachelor of Arts in Radio/TV/Film Production Rowan University

• Bachelor of Arts in Writing Arts — Rowan University

CERTIFICATIONS

- Project Management Professional (PMP), PMI
- Certified ScrumMaster (CSM), Scrum Alliance
- Salesforce Certified Platform Administrator
- Salesforce Certified Education Cloud Consultant

- Agile Certified Practitioner (PMI-ACP), PMI
- Certified Scrum Product Owner (CSPO), Scrum Alliance
- Salesforce Certified Sales Cloud Consultant

PROFESSIONAL CONTRIBUTIONS

- Practice Standard for Work Breakdown Structures Project
 Management Institute, 2019
- The Standard for Risk Management in Portfolios, Programs, and Projects Project Management Institute, 2019