

DIGITAL ASSET MANAGEMENT ORGANIZATIONAL PREPARATION, IMPLEMENTATION CONSULTING

Senior level consultant with 25+ years achieving results for growth-driven organizations. Creative, client-focused high performer creating order out of chaos and helping organizations get to their single source of truth. Skilled in the development of effective DAM strategies as well as foundational work supporting readiness for DAM implementations, including taxonomies and metadata, process flows and standards. Define requirements, counsel business leaders, engage stakeholders, assess and improve processes and workflows, coach teams, and analyze/manage digital assets. Also, quite experienced in marketing direction, integrated brand development, campaign strategy and execution, and a veteran in all facets of digital, social, and offline media and marketing communications. A former Walt Disney Imagineer possessing wide-ranging experience in multiple industries with demonstrable results in growth, profitability, and operational performance.

- ✓ Business Requirements and Current State Documentation
- ✓ Foundational Support for DAM Implementation Readiness
- ✓ Process and Workflow Development/Assessment/Refinement
- ✓ Pragmatic, Creative Consultant Focused on Exceeding Needs
- ✓ Future State Recommendations and Roadmaps
- ✓ Enterprise Digital Strategies
- ✓ Team Leadership and Guidance
- ✓ Proven Track Record of Driving Results

CORE CONSULTING COMPETENCIES

Ability to drive the dialogue to identify organizational problems and issues and help determine strategic, operational, and functional requirements for solutions.

Skilled at current state analysis, future state modeling, use cases, and workflows.

Serve as a perceptive collaborator for cross-functional teams/LOBs to elicit, analyze, communicate, and validate needs.

Capable of evaluating information from multiple sources, reconciling conflicts, abstracting from lower-level information to a general understanding, and distinguishing requests from underlying needs.

Fastidious attention to detail for DAM implementations/launches and foundational work including taxonomies and metadata schema, process flows, use cases, user profiles, standards, and governance.

Experienced at creating documentation accessible to all stakeholders.

Strong analyst, communicator, project manager and creative thinker.

Problem-solver and consensus builder – a trusted resource.

DAM AND DIGITAL MARKETING CONSULTING EXPERIENCE

Among many others, Ken has led engagements and/or provided consulting to organizations including the following:



SELECTED ENGAGEMENTS

CYBERPOWER SYSTEMS

- **ROLE:** DAM Organizational Preparation Coach/Consultant
- **DETAIL:** Consultant for all steps involved in preparing this \$300M manufacturer of UPS systems and other power management products for formal DAM implementation.
- **DELIVERABLES:**
 - Strategic Guidance and Team Coaching in all areas of DAM organizational prep, including Metadata Modelling and Taxonomy Creation, WCAG Compliance, Standards, Use of Derivatives, and Asset Migration
 - Templates for Successful Preparation for formal DAM Implementation

PERNOD RICARD USA

- **ROLE:** Project Management & Consultant for DAM-PIM (Bynder-Salsify) Integration and Bynder-Bynder Integration
- **DETAIL:** Consultant and Project Manager for this \$800M world leader in wine and spirits for implementation of DAM-PIM Integration as well as Integration of multiple instances of the Bynder DAM.
- **DELIVERABLES:**
 - Integration Strategies
 - Integration Taxonomy Roadmap & Rules

ASURION

- **ROLE:** Program Management Consultant for DAM Implementation & Launch
- **DETAIL:** Consultant for implementation of Bynder DAM for this \$8.5B insurer of smartphones, tablets, consumer electronics, appliances, and jewelry. Providing support and consultation to a core team through revisions/updates to taxonomy, permissions profiles, and platform/module configuration, as well as support with training and initial launch.
- **DELIVERABLES:**
 - Strategic Deliverables – Implementation Plan, Overall DAM Initiative Guidance, Standards Recommendations
 - Implementation Deliverables – Contributions and Updates to Taxonomy/Metadata, Permissions Profiles, and Portal Configuration, plus Integrations Consulting, Governance Set-Up Recommendations, and Training and Communications/Socialization Support

KRUGER PRODUCTS

- **ROLE:** Project Manager for DAM Implementation/Launch, Training & Communications
- **DETAIL:** PM for implementation of Bynder DAM for this \$1.5+B Canadian paper products manufacturer. Leading a core team through taxonomy, permissions profiles, platform configuration, training, and launch.
- **DELIVERABLES:**
 - Foundation Deliverables – Standards Creation and Implementation Plan
 - Implementation Deliverables – Taxonomy/Metadata, Permissions Profiles, Portal Configuration, Governance/Guidelines, Training, and Communications/Socialization

CHURCH & DWIGHT

- **ROLE:** Project Manager for DAM Implementation/Launch, Training, Communications & PIM Integration
- **DETAIL:** PM for implementation of Bynder DAM for this \$4.5+B global Consumer Packaged Goods manufacturer. Led a core team of six from DAM contract finalization through platform launch, media import of close to 40,000 assets, and user onboarding/training for 40+ brands across the enterprise.
- **DELIVERABLES:**
 - Foundation Deliverables – Standards Creation, Use Cases, and Implementation Plan
 - Implementation Deliverables – Taxonomy/Metadata, Permissions Profiles, Portal Configuration, Assets Migration, Governance/Guidelines, Training, Analytics, and Communications/Socialization
 - Integration – Developed and Launched Integration between Bynder DAM and Salsify

SELECTED ENGAGEMENTS (continued)**STAPLES**

- **ROLE:** Principal Consultant & Project Manager for Strategy, Implementation and Launch
- **DETAIL:** Project Manager for implementation of the Bynder DAM solution for this \$22B provider of office products sold online and through retail. Led a core team of seven and a Steering Committee from platform contract guidance through launch of the Asset Bank of 120,000+ initial assets as well as the CPM Workflows Module.
- **DELIVERABLES:**
 - Strategy & Foundation Deliverables – Business Requirements, Current State Analysis, Future State Modeling, Standards, Use Cases, Roadmaps, and Implementation Plan
 - Implementation Deliverables – Taxonomy & Metadata Model, Portal Configuration, Assets Migration, Integrations Oversight, Process Flows & Presets, Governance Guidelines and Training

TERADATA CORPORATION

- **ROLE:** Principal Strategist / Project Manager for Strategy Creation, followed by ongoing Consultant Role
- **DETAIL:** Engaged initially to develop enterprise-wide DAM strategy for this \$6B global corporation. Subsequently delivered on various foundational efforts as part of client readiness for implementation.
- **DELIVERABLES:**
 - Strategy Deliverables – Business Requirements, Current State Analysis, Future State Modeling, Technology Roadmap, Process and Workflow Roadmap, and Implementation Plan.
 - Foundational Deliverables – Use Cases, Taxonomy, Metadata Model, Naming and Description Standards, Process Flow Diagrams

GENERAL MILLS

- **ROLE:** Strategic Consultant
- **DETAIL:** Develop an enterprise-wide Business Strategy & Technology Roadmap for Digital Asset Management for this \$30B+ global branded consumer foods and pet food products corporation.
- **DELIVERABLES:**
 - Stakeholder Interviews Documentation, Industry and General Mills Current State Analysis including Internet Marketing, Social Media Marketing, CMS, and Marketing Operations Management
 - Business Strategy – Global Brand Communications Platform, with Implementation Key Steps
 - Additional Enterprise Opportunities –Social Media Marketing Strategy Development, Online Product Marketing Plan, Technology Roadmap, Glossary of Terms, and additional Revenue Generation Opportunities

LEXMARK INTERNATIONAL

- **ROLE:** Senior Strategist
- **DETAIL:** Engaged initially to develop enterprise-wide E-Commerce Strategy and Implementation Plan for this \$6B imaging solutions manufacturer and enterprise software developer. This expanded to include additional related efforts and was followed by multiple implementation projects.
- **DELIVERABLES:** Audience Segmentation & Personas, E-Commerce Strategic/Creative Briefs, and Global Website Development Plan for 90 Countries. Follow-on initiatives included development of a Presentation Content Management Platform and various Digital Asset Globalization efforts.

APRIMO

- **ROLE:** Project Manager and DAM Archivist/Librarian (5+ Years)
- **DETAIL:** Engaged to provide day-to-day digital asset management project management for this Marketing Operations Management software provider.
- **DELIVERABLES:** Finalized Digital Assets & Versions, Provided Ongoing Taxonomy Recommendations

SELECTED ENGAGEMENTS (continued)

PALMAZ VINEYARDS

- **ROLE:** Project Manager and Senior Strategist
- **DETAIL:** Engaged to develop asset management structure and tools for organization of all assets to be used on the company website as well as leveraged in other marketing for this premier wine brand.
- **DELIVERABLES:** DAM Strategy/Implementation, including all varietals and vintages, photography, labels, weather data, and tasting notes, plus website creation, enhancements, and content integrations.

ITT EDUCATIONAL SERVICES

- **ROLE:** Project Manager for Client Portal
- **DETAIL:** Engaged to deliver a solution to control and automate the branding and legal compliance of all marketing assets used in the field, with the ability to customize assets and track their use.
- **DELIVERABLES:** MAM portal to automate creation of campus event flyers, mailers, and postcards, with:
 - 100 event template combos, legally compliant localized language, automated maps, custom forms
 - Real-time PDF document generation for direct mail, and usage tracking for all users

ADDITIONAL CAREER HIGHLIGHTS

President, The 543 Group, Inc., and former Sr. VP, Digital Solutions, JWT/RBG, Exec. VP, Expidant, and Regional e-Business Director, Whittman-Hart/marchFIRST, following marketing/sales and creative positions with **Truvision, Commodore, Pioneer Electronics, and Nebraska Educational Television**

Bynder DAM Certification, Aprimo DAM Power User/Archivist, and Knowledgeable in many DAM and related platforms including Adobe AEM Assets and the Salsify Digital Shelf

Walt Disney Imagineering - Imagineer responsible for leadership in creating 120+ EPCOT Center programs at Walt Disney World
Bachelor of Arts (Dual Degree), University of Nebraska-Lincoln

1999 Award for Excellence recipient from the Indiana Information Technology Association

Over 40 publication credits and over 35 presentations and keynotes, including at **COMDEX, NAB, SALT and SMPTE**

Past Elected Vice-President and Secretary, Interactive Multimedia Association, a DC-based international trade association. **Past President**, International Interactive Communications Society (IICS), a San Francisco based organization comprised of thousands of individual members across scores of chapters worldwide

Remote Consultant/PM for 15+ Years of My Career – Self-Motivated, Dedicated, Highly-Efficient