

Digital-First  
Brand Experiences  
Require a

# Digital-First DAM

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# Introduction

Brands are under increasing pressure to deliver high-quality digital experiences in real time. However, Chief Marketing Officer (CMOs) and their teams are hard-pressed to keep up because many of their tools and processes were tailored for a hardcopy -based world. Consequently, while innovative companies are offering immersive digital-media experiences and winning conversions, other organizations are falling short. To stay relevant and competitive, all businesses must adopt a digital-first mindset and operate accordingly.

By leveraging a digital-first Digital Asset Management (DAM) solution, brands can deliver more captivating experiences faster and at scale. They also become more agile, pivoting as necessary when, as is the norm, market conditions, customer expectations, and competitors' tactics change.

With a digital-first DAM bridging the gaps between teams and connecting point solutions, often through APIs, for a seamless end-to-end workflow, functional silos are replaced by cross-functional collaboration. Teams can then operate as a single cohesive unit, transparently sharing, optimizing, versioning, and delivering assets. That's efficiency and effectiveness incarnate, yielding more time and resources for creating innovative, engaging experiences.



All the best,  
**David Rogelberg**  
Editor,  
Mighty Guides Inc.



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These authoritative and diverse guides provide a full view of a topic. They help you explore, compare, and contrast a variety of viewpoints so that you can determine what will work best for you. Reading a Mighty Guide is kind of like having your own team of experts. Each heartfelt and sincere piece of advice in this guide sits right next to the contributor's name, biography, and links so that you can learn more about their work. This background information gives you the proper context for each expert's independent perspective.

Credible advice from top experts helps you make strong decisions. Strong decisions make you mighty.

# Foreword

Global digital transformation spend is expected to reach \$2 trillion by 2022, a 100% increase in just four years. Doubtless, the ways in which audiences and consumers interact with content and brands have evolved beyond what many of us imagined even a short time ago. As digital traffic overtakes foot traffic, as virtual interactions become the norm, and as scrolling replaces handshakes, building authentic, emotional connections with consumers becomes much harder. A brand today has only seconds to connect, engage, persuade, and convert—and a visual-first experience—one rich with images and videos—is no longer a nice-to-have but a critical component of success.

To keep pace with customer expectations and meet the increasing demand for “more content now,” teams must turn to automation as a way to compress content work streams and eliminate low-value, redundant tasks, focusing more on creativity and growth.

A crucial component of the content-experience stack, Digital Asset Management (DAM) must evolve with the visual economy as a means of fostering business transformation and innovation. A modern, digital-first approach makes it possible to scale operational efficiency while bringing powerful and captivating experiences to life.

This ebook describes the nature of agile content workstreams with real-world examples, which are complemented by insights from leading industry experts, major brands, and innovative vendors. We hope that, after reading this book, you'll have a deeper understanding of the importance of flexibility, intelligent automation, and scale in driving growth and success in our digital-first world.



Regards,  
**Itai Lahan,**  
Co-Founder and CEO  
Cloudinary



## About Cloudinary

**Cloudinary's mission is to empower companies to deliver visual experiences that inspire and connect by unleashing the full potential of their media. With more than 50 billion assets under management and nearly 8,000 customers worldwide, Cloudinary is the industry standard for developers, creators and marketers looking to upload, store, transform, manage, and deliver images and videos online. As a result, leading brands like Atlassian, Bleacher Report, Bombas, Grubhub, Hinge, NBC, Mediavine, Peloton, Petco and Under Armour are seeing significant business value in using Cloudinary, including faster time to market, higher user satisfaction and increased engagement and conversions. For more information, visit [www.cloudinary.com](https://www.cloudinary.com).**

# Meet Our Experts



**Russ Barr**

Managing Director of DAM,  
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**Peter O'Neill**

Research Director,  
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**Mark Davey**

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**Lori Meyers**

Digital Assets Manager,  
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**Melissa Pauna**

Senior Product Manager,  
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**Jennifer Sunday**

Global Technology Manager,  
Stanley Black & Decker, Inc.



**Mike Giresi**

Chief Digital Officer,  
Molex



**Nick Barber**

Senior Analyst,  
Forrester

# Antiquated Tools Often Reduce Quality and Delivery Speed

Many organizations are still using legacy DAM systems that are slated for asset storage only, not the entire asset lifecycle. (Examples include variant creation, cross-team collaboration, advanced management, and optimized delivery.) As a result, asset management remains a slow and cumbersome manual process when time to market can mean the difference between winning and losing customers.

For example, creating an asset and all its variations usually takes about two weeks with traditional file and folder structure, email, enterprise sync and share tools, and antiquated DAM—way too slow for today's real-time economy. All too real is the risk of losing customers because the end-user experience is subpar and uncompetitive. Furthermore, Amazon, Facebook, Netflix, and other digital behemoths continue to set new user experience (UX) expectations from customers, partners, and employees for business-to-consumer (B2C) and business-to-business (B2B) companies.

Unlike modern DAMs, legacy DAM systems operate in a standalone manner with no support for the level of tool integration required for smooth, seamless workflows. Plus, legacy DAMs don't scale well.



“No company can afford to work with an older DAM system if it wants to be successful in its digital transformation. DAM is now a mission-critical platform within the digital experience technology architecture.”

Peter O'Neill  
Research Director,  
Research in Action GmbH



Numerous issues would emerge, for example:

- Longer time to market
- Inconsistent UX
- Problem-prone content silos
- Inflexible workflows
- Low adoption due to poor user interface
- Static content that yields lackluster experiences
- Inability to support emerging technologies

Building, maintaining, and growing a strong digital presence is a must for all brands and is essential for growth. However, the complex, lengthy processes required for creating, managing, and delivering content to a growing number of touchpoints are too time consuming and labor intensive to tackle. Worse, creatives and marketers cannot optimize content that's been delivered by legacy DAMs and, more importantly, they're not assured that the content as designed would appear as part of the UX.

### **Time Is Money**

In today's real-time world, marketing teams face a constant demand for "more content now" while striving to stay abreast of modern technologies and improve the level of personalization for customers. Teams are doing the best they can with the technologies they have but need their DAM system to do things it cannot. Over time, these aging, inflexible tools have become a growing obstacle to creating truly digital-first experiences.



"If a design team is working in a project management system and a DAM system that are not connected, details of when, who, or why steps were followed will not be maintained, and time trying to locate that information will be wasted."

Lori Meyers  
Digital Assets Manager,  
Monumental Sports and  
Entertainment

Creatives and developers are spending more time than necessary delivering digital experiences. Part of the problem is disconnected systems like email, sync and share tools, and even thumb drives, which require awkward handoffs and manual file-sharing tasks. This patchwork collection of disparate systems required to help older DAMs clunk along causes process inefficiencies, UX inconsistencies, and content and operational silos.

Standalone systems also result in resource bottlenecks, repetitive processes, and the inability to scale, all of which translates to increasing costs, lackluster experiences, and missed growth opportunities. It's overwhelmingly laborious and costly to manage point-to-point integrations that become brittle or even break over time. A product update by a vendor can have a domino effect on other systems, too, causing yet more integration headaches, downtime, and expense.



“The time savings that DAM solutions bring are huge, automatically generating variations and versions that would take many hours to generate manually. Creating variants manually is no longer practicable due to the sheer number of variations required.”



**Russ Barr**

Managing Director of DAM, Cloudinary



Make no mistake, relying on an endless download-edit-upload cycle for each asset is far too onerous to be scalable or cost efficient. Not to mention the common problems in locating assets due to insufficient or nonexistent metadata, which would facilitate quick searches.



“It's important to understand your current and future use cases and the connection points required to support them. You're going to want data flowing freely between the different types of software and the DAM system.”

**Jennifer Sunday**

Global Technology Manager,  
Stanley Black & Decker, Inc.



Instead, assets are either improperly labeled or not labeled at all in the face of an overwhelming amount of duplicate content. It's no wonder the unnecessary bloat makes it almost impossible to find the right asset.

Other issues abound. The original assets might have been lost somewhere, sometime, among the thousands of one-offs and versions that have been created for various channels and devices. As helpful as sync and share services are, they don't scale well across teams or enable growth.

Bear in mind that replacing one legacy DAM with another means that teams might have to adapt their workflows to a new system, and many would be reluctant to do so. Instead, most teams would desire that the new tools *adapt to them*. The typical outcomes? Poor user adoption and low return on investment (ROI). Meanwhile, it's a steep climb to adopt new formats, layouts, and technologies as a prelude for creating more innovative experiences.

Recall that many challenges with legacy DAMs can be attributed to their original purpose of storage only. Relying on them to deliver modern UX is a risky proposition at best. Before deciding on the purchase of a new or supplemental DAM, companies must ensure that their choice is a modern digital-first solution that can accelerate time to market, rationalize workflows, improve customer experience, and fuel innovation.

### **A Media Company Delivers Better Experiences Faster**

In the media and entertainment industry, impressions often drive ad revenue. Imagine capturing more than 1.1 billion video views per month across digital channels and distributing original programming through Netflix, Facebook, Verizon, and other venues through different content management systems (CMSs), each with its own management process.



“The main difference is the explosion of rich media content. Traditional DAM systems do not have the storage or the management capacity to handle rich media, so there’s a surge in demand for new DAM solutions.”

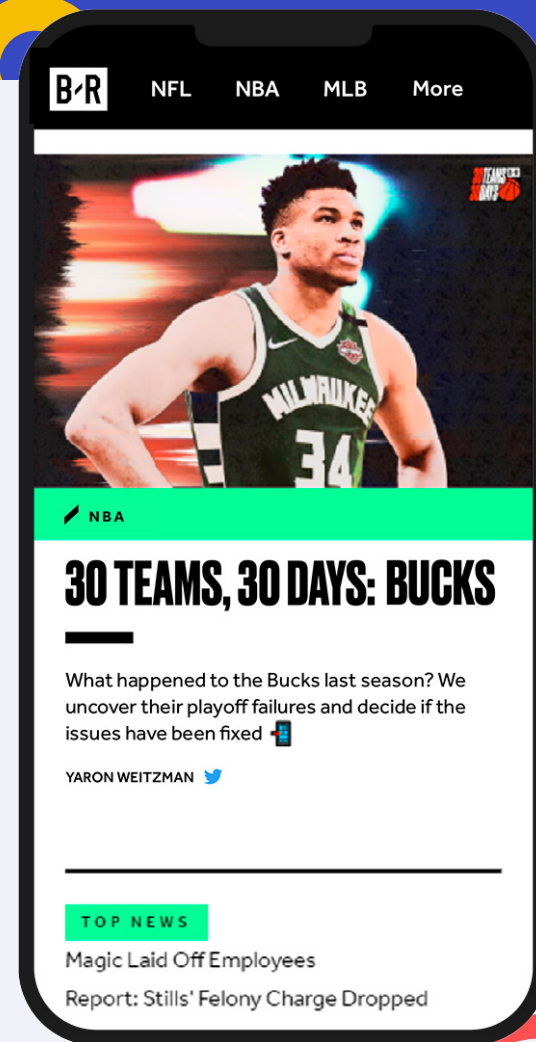
Peter O'Neill  
Research Director  
Research in Action GmbH

# A case in point

Before adopting a digital-first DAM, media-and-entertainment company Bleacher Report had to *manually* transcode and optimize sports-oriented video highlights for streaming, creating numerous versions afterward for all viewing devices and connectivity speeds. Especially challenging was the company's goal of doing all that at top speed, preferably in real time.

Impressed with how efficiently automation could optimize, transform, and deliver responsive images, Bleacher Report turned to a digital-first DAM to automate the lifecycle of video management. After uploading the RAW files to the platform, Bleacher Reports could count on it to automatically adapt the resolution and quality, transcode the videos, implement adaptive bitrate streaming, and deliver them to all browsers and devices, regardless of bandwidth, through a fast, reliable content delivery network.

Since then, the number of monthly Bleacher Report video views has jumped by 25%, accompanied by a 350% surge in gamecast views. Additionally, the company's monthly three-second video views has risen by 35%, and its monthly highlight video views by 20%.



# Digital-First Businesses Need a Digital-First DAM

Time to market is everything in today's hypercompetitive digital world, which moves in subsecond intervals. However, with a legacy DAM, creating an asset and all its variations takes on the average two weeks, which is two weeks too long by modern standards. In fact, that lengthy time lag would cause companies to risk losing 77% of customers.

### Fierce Competition Is Here to Stay

Meanwhile, digital innovators continue to push the envelope of delivering value faster, setting ever-higher expectations for brand experience. However, they also have the benefit of vast resources: huge budgets; armies of developers, creatives, and marketers; and the latest and greatest tools.

Competing with the digital goliaths on their own terms is extremely difficult for incumbent brands and smaller companies, so they must work smarter, not harder. Nonetheless, as channels and device types keep multiplying, maintaining and growing a digital presence becomes increasingly complex and problematic.

By adopting digital-first DAMs, companies can shorten the time to market, seamlessly connect to other systems, and attain greater flexibility for content and workflows at scale.



“A digital-first DAM needs to drive value for the customer and help provide insight to the teams that most directly impact the customer experience. Our ability to differentiate the experience we provide is critical. Information must be relevant, accessible, and actionable.”

**Mike Giresi**  
Chief Digital Officer,  
Molex

Also of significance is that since those workflows occur across the DAM, CMS, product information management (PIM), and content delivery network (CDN), version tracking ensures consistency and transparent cross-functional collaboration, resulting in substantial time and cost savings.



“Intelligent digital-first DAM solutions allow organizations to manage their assets to quickly and efficiently meet the needs of the markets they operate in. Content can be found, adapted, repurposed, and reused across multiple channels, faster than ever before. This ability allows companies to accelerate growth and take advantage of market opportunities.”



**Russ Barr**

Managing Director of DAM, Clouddinary



Not all organizations that are using DAMs are deriving maximum value from them, however. Three percent of the respondents to Gartner’s 2020 Marketing Technology Survey stated that they were not on DAMs at all. Among others, only 26% indicated that they vigilantly leverage DAM capabilities; the other 74% are not realizing the platform’s full benefits.

### **Automation with AI Accelerates Content Delivery**

By leveraging artificial Intelligence (AI) and automating manual tasks, no matter how complex, throughout the lifecycle of media assets, digital-first DAMs simultaneously enhance the UX and accelerate delivery at scale. All that translates to not only peace of mind for businesses, but also less manpower requirement and extra time for other projects.



“Digital-first DAMs are pushing the boundaries of what’s possible to do, though some of them do not provide traditional DAM features. A solid vendor will provide you with the best of both worlds—a modern solution for the modern world and the core asset management capabilities one expects.”

**Melissa Pauna**

Senior Product Manager,  
Salesforce

# A case in point

Before adopting a digital-first DAM, a major retailer's media workflow comprised multiple retouch iterations, after which manual asset uploads to the legacy DAM or PIM were a must for reprocessing, often at multiple locations. Losses of original assets were commonplace, leading to confusion and errors. Not to mention that the task of creating multiple versions for various viewing devices was laborious, cumbersome, and time sapping.

After switching to a digital-first DAM, the retailer saw an elimination of many interim steps in the workflow, which, thanks to automation with AI, promptly became streamlined, efficient, and unambiguous. Creation of different-sized derivatives proceeded swimmingly, too. All told, the company's photo-shoot-to-delivery cycle dropped by 90%; tasks that used to take 30 or 60 days now need only 3 to 6 days to complete.



“



If digital is the imperative, then content is the currency that brands use for transactions; whether it's generating awareness, enabling product comparisons, or serving up quick start tutorials, content powers the entire customer lifestyle. Increasingly, brands have turned to DAM to create an enterprise content hub. Application development and delivery professionals should note that 64% of global software technology decision-makers are adopting DAM.

”



—Now Tech:

Digital Asset Management For Customer Service, Q2 2021,  
by Nick Barber, Senior Analyst, Forrester



# Connected and Compressed Work Streams Foster Collaboration

Traditionally, marketing teams and developers have used many different types of systems for creating, editing, transforming, and delivering assets. However, because stakeholders cannot collaborate transparently in such a disparate collection of point systems, complications result in all the phases of the asset lifecycle. Not to mention the awkward system-to-system handoffs that occur when teams move from one phase of the lifecycle to another.

Teams spend countless hours locating items, requesting feedback, and creating one-off assets, which invariably leads to slow delivery and lackluster campaign performance. Worse, the original assets often get lost in the shuffle among the many versions that must be created for all channels and devices.

Digital-first DAM connects to all the diverse systems, enabling a seamless end-to-end workflow, from asset creation to delivery and optimization—regardless of the connected applications. Prebuilt connectors and widgets make it fast and easy to pair with a variety of systems in use by creatives, marketers, product managers, and other stakeholders. That way, assets can be uploaded from the creative tools of choice and published to a CMS directly with no workflow changes.



“A tool that is aware of the different digital-first file formats and sizes for different outputs is going to be able to house and share more smoothly. AI eases search. If a traditional DAM does not have AI search options, keyword search is 100% reliant on the administrator.”

Lori Meyers  
Digital Assets Manager,  
Monumental Sports and  
Entertainment

In addition, digital-first DAMs must include extensible APIs and webhooks that smoothly integrate with the other applications in the tech stack, enabling a fluid cradle-to-grave lifecycle for the assets.

### Consolidation Offers Key Benefits

All DAMs provide, with varying degrees of success, a centralized home for assets. In particular, digital-first DAMs offer capabilities that extend beyond storage—notably a central repository in which creative, marketing, and web teams can work with assets in a managed, organized manner. There’s no more downloading, ad-hoc sharing, or version-related confusion.



“Consolidation of assets in a single source of truth provides increased efficiency and streamlines the process of managing, funding, and reusing valuable content. A single solution that aligns all the various use cases and personas also increases brand consistency and execution.”



**Russ Barr**

Managing Director of DAM, Cloudinary



With digital-first DAMs, creative, marketing, ecommerce, and brand-experience teams can all share one modern platform to reduce asset-related complexity and eliminate inter-team silos. Consequently, those folks can transparently collaborate and seamlessly share work-in-progress assets with internal and external stakeholders while controlling the access for reviews, comments, and approval.



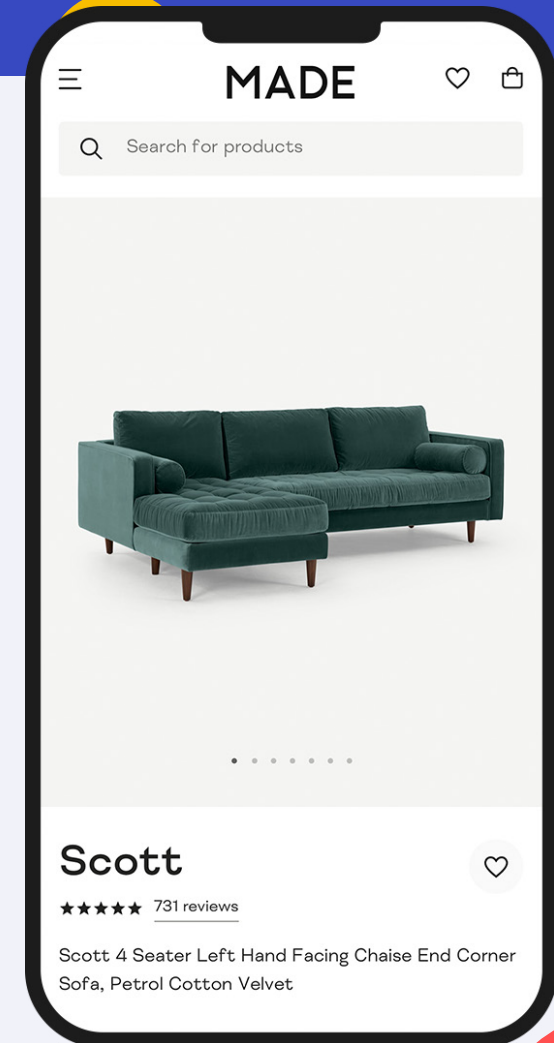
“Proper use and implementation of [DAM] will increase speed to market. This will help ensure the value of the asset by managing the versions, reduce maintenance tasks, and provide a cohesive brand experience across platforms.”

Jennifer Sunday  
Global Technology Manager,  
Stanley Black and Decker, Inc.

# A case in point

A major focus of UK's first online-only furniture retailer MADE.COM is creation and delivery of detailed, sharp, and compelling imagery, which acts as a sales tool and as the primary means of engaging with the audience. As MADE.COM grew, however, its algorithms for orienting images, sizing them, and uploading them in various sizes and pixelations became outdated. Besides, meeting search-engine requirements for fast page loads and correct display emerged as a nontrivial challenge.

A site refresh of MADE.COM, accompanied by a switch to a digital-first DAM, occurred in March 2020. The result was a resounding success. First, site performance vastly improved due to the DAM's superb optimization techniques for imagery. Second, automation of various workflow processes translated to efficiency and accuracy, as was dynamism of background changes and the like. Now all MADE.COM has to do is upload images in high resolution, and the DAM will handle the rest.



“



These are the biggest and broadest implementations of DAM: While marketing may be an important stakeholder, it is not the only group that accesses customer-facing content, as sales leaders, partners, web developers, and employee experience pros may also use the system. Enterprise DAMs are increasingly moving to the cloud. These heavier-weight DAMs also excel on the integration front, with prepackaged integrations into both upstream and downstream technologies. Additionally, they leverage the most powerful and promising AI capabilities to facilitate smart tagging and assets of smart tagging of assets or automate other tasks.

”



—Now Tech:

**Digital Asset Management For Customer Service, Q2 2021,**

by Nick Barber, Senior Analyst, Forrester

# Agility Bolsters Growth

For businesses to quickly reap ROI on content, their DAM must be responsive and agile. The best DAMs ensure that content is continually performant and of the highest quality. Equally important, they automate workflows, helping businesses do more with fewer resources in addition to bolstering the capabilities of creative and marketing teams, which would then collaborate more smartly and consistently.

Even though legacy systems work well for storage, today's business environment requires a more dynamic solution. Businesses are realizing that they've become victim to rigid vendor lock-in for DAM systems with substandard usability, failing to meet the current and looming workflow needs of their operations and stakeholders alike.

Conversely, modern DAM solutions enable brands to do the following:

- Enhance and continue to orchestrate the existing systems.
- Replace the existing systems.
- Reduce or eliminate multiple point solutions.
- Access and leverage modern, advanced technologies.



“Adopting a data-centric approach around ideation, creation, curation, and analysis will help the silos harmonize with a shared vision. One must focus heavily on the data models, which include taxonomy, internal and external controlled vocabularies, and metadata—more specifically, metadata standards.”

Mark Davey  
Founder,  
The Codified DAM Consultant

Fifty-one percent of the 1,500 global business and IT decision-makers surveyed by Research in Action stated that they plan to consolidate their DAM systems. Additionally, the respondents cited the top five factors that influence their purchase decisions for DAMs, as follows:

- System performance and responsiveness (35%)
- Brand-management capabilities (32%)
- A captivating customer experience (29%)
- A mobile-first strategy (27%)
- Loud features (21%)

Unlike monolithic DAMs, digital-first DAMs offer a high level of future-proofing. That means that, no matter the volume of assets they're working with or must adapt to accommodate seasonal or other event-related spikes, businesses can seamlessly scale those assets to meet in-house and agency needs.

Besides growing revenue, some brands are also dedicated to helping those in need: people, animals, the environment.



“A digital-first DAM helps our organizations keep pace with marketing demands. Digital-first DAMs also help ensure the value of an asset by allowing you to manage the versions, reduce maintenance tasks, and provide a cohesive brand experience across platforms.”

Jennifer Sunday  
Global Technology Manager  
Stanley Black & Decker, Inc.



# A case in point

A fashion brand donates a fashion item for every item it sells, which now number tens of millions.

During a revamp of the company's website, the creative and web teams, which were manually managing and constantly editing more than 10,000 product images, were beyond swamped. Since the overhaul took place during the holidays, retail's peak season, the company had only one shot at success. If the restructuring interfered with the UX, sales and donations would take a big hit.

Also, the brand was struggling with fixed asset sizes, which made it difficult to adjust the aspect ratio. If an image background color needed to differ from one page to the next, all the colors had to be added by hand. Design flexibility was minimal to accommodate new branding.

Heading into the fourth quarter, the company replaced its CDN with a holistic DAM to optimize and transform the website's imagery. The shorter page-load times that followed were credited as a key driver for a successful Black Friday and Cyber Monday. Behind the scenes, the DAM impeccably supported changes in image treatments and designs, and A/B testing capabilities revealed how image transformations and the like affected performance and conversions.

To the retailer's delight, AI-powered automation deftly handles all the inherent complexities of image versions, network constraints, and target devices—at a scale that's beyond human capabilities. On top of that, teams can transparently and effectively manage assets through an intuitive user interface, custom widgets, or APIs.

In short, digital-first DAMs adapt to changing business requirements with ease.



## Chapter Five

# Centralized Support Is a Win-Win for All Teams

Leading brands have learned that centralized asset-management across creatives, marketers, IT, and partners is essential to delivering high-quality, personalized experiences. Digital-first DAMs offer an intuitive user interface, a deep connection to Adobe Creative Cloud applications, and robust collaboration capabilities, rendering asset use across roles and locations faster, easier, well synchronized, and cohesive.

All that can be attributed to the fact that modern DAMs cover the entire asset lifecycle, from creation to delivery, by providing the following:

- A media-experience platform
- An add-on library
- Widgets
- Optimization capabilities for visual media
- Accelerated delivery

Also desirable for digital-first DAMs are the flexibility of extension through a REST API, a fully customized widget library, a well-documented SDK, and pregenerated asset-publishing code so organizations can ensure that they have the right system for their needs.



“Adopting an end-to-end content lifecycle approach offers strategic insights across the content journey through the silos and out into the measurable world through analytics and insights. Sharing this knowledge with co-creators creates a feedback loop for all stakeholders.”

Mark Davey  
Founder,  
The Codified DAM Consultant

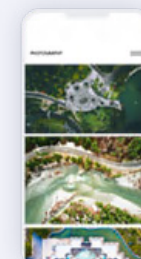
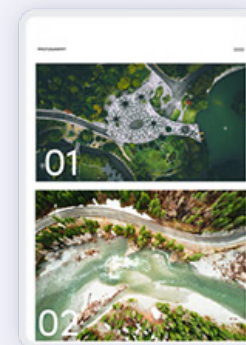
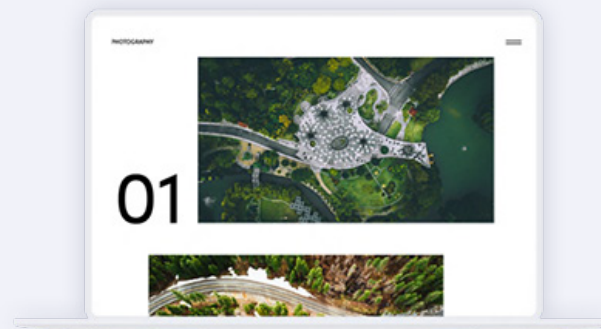
# A case in point

Over the course of more than two decades, a leading Europe-based online travel and leisure retailer put in place several teams tasked with asset management. Each team managed its own images in a different repository, with the tech team uploading assets and delivering them to various properties through APIs. Simultaneously, a team of editors and nontechnical staff manually managed the assets with a separate DAM.

Such a setup of manual operations along with multiple system touchpoints greatly slowed down the process of editing images. Depending on the number of images, that process could take weeks—a huge roadblock to the company's goal of enabling vacationers to capitalize on limited-time deals.

After adopting a digital-first DAM, the retailer saw a marked improvement in its asset-management workflow. Assets can now be uploaded from multiple sources and are then organized automatically with AI-generated tags and metadata, rendering the assets readily searchable. The company also integrated its new CMS with APIs to automate what had been a manual and time-consuming workflow.

Finally, teams that are managing complex media lifecycles now collaborate on a single platform. With fewer point solutions and better integrations facilitated by a streamlined tech stack, productivity has skyrocketed.



## Conclusion

# Digital-First DAMs are the Best Choice

Choosing a DAM solution is an important step for all businesses. They are well aware of the need for a strong and successful digital presence, which, however, requires a media-management solution that delivers consistent, fast-loading experiences across channels and devices.

The wrong choice of legacy DAMs would erode both budget and competitiveness. Ultimately, digital-first DAMs are the way to go, for they dramatically simplify work streams and integrate seamlessly into an organization's environment, directly or through APIs. Marketers and creatives can then advance their company's objective of being the first to market or at least on par with the most exciting, engaging, and personalized experience. Even more important, companies can and will continue to meet their customers' UX expectations.

## Additional Considerations

Modern DAMs support a company's existing and future tech stack as well as its nontechnical requirements. However, before deciding which DAM to pick, businesses should consider whether the vendor would be a worthwhile, long-term partner with timely and continual access to the latest and greatest technologies and expertise.



“If a client requests one key artwork in 30 different sizes and formats and needs them in less than 24 hours, your first reaction might be, “Impossible!” But with an integrated process already in place, this is achievable.”

Lori Meyers  
Digital Assets Manager,  
Monumental Sports and  
Entertainment

Modern DAMs support a company's existing and future tech stack as well as its nontechnical requirements. However, before deciding which DAM to pick, businesses should consider whether the vendor would be a worthwhile, long-term partner with timely and continual access to the latest and greatest technologies and expertise.

## A Useful Template for Shopping for DAM Systems

Using a consistent and comprehensive DAM RFP template enables you to glean the right information from vendors as a backdrop for making the best decisions for your business. Simply fill out this [templated spreadsheet](#) to help in your search for the right digital-first DAM for your organization.

The template contains four questions you should ask your DAM vendors:

- Do you automatically tag images and videos based on their content with artificial intelligence (AI)?
- How do you eliminate mundane, manual steps in the creative workflow?
- How do you control the distribution and usage of assets in compliance with rights and policies?
- How do you facilitate controlled collaboration with external partners, granting them access to only the relevant assets?



“DAM is a metadata engine that drives your ability to manage content across various channels, campaigns, and brands with the right roles and permissions. It is the starting point for digital-first operations.”

Mark Davey  
Founder,  
The Codified DAM Consultant

# Learn More About Our Experts



**Russ Barr**, Managing Director of DAM, Clouldinary

Russ Barr has been immersed in the world of Digital Asset Management since 2001 and has a huge wealth of knowledge and experience in helping organizations embrace and benefit from DAM solutions. He has been involved with almost every aspect of the industry, from running large Professional Services teams, to DAM consultancy and heading up DAM sales teams.



**Peter O'Neill**, Research Director, Research in Action GmbH

Peter O'Neill is an IT industry veteran with nearly 40 years of experience in advising vendor and end-user clients and performing research-based consulting. He is most known for his 12 years of service at Forrester Research as industry analyst, leading up to 2017 where, most recently, he managed Forrester's research on B2B Marketing organization, process and automation topics as research director. He continues to work as an industry analyst, collaborating with Research in Action GmbH, and with the B2B Marketing organisation in London. He also writes and curates marketing content on an ongoing basis for several marketing automation software clients.



**Mark Davey**, Founder, The Codified DAM Consultant

Mark has over two decades of experience in the digital transformation industry. He is responsible for the development and execution of the 10 Core Characteristics, a test designed to rate and regulate DAM systems. He is also the founder of The DAM Playbook building project management applications around DAM strategic data and metrics.







**Lori Meyers**, Digital Assets Manager, Monumental Sports and Entertainment

Lori is a Digital Asset Manager with over a decade of experience selecting vendors, negotiating contracts, setting up workflows, and managing open APIs to establish communication connectivity. By working closely with DAM and Project Management developers, Lori has been able to create working environments between design services and asset availability that complement each other while maintaining deadlines and brand consistency, as well as budget.



**Melissa Pauna**, Senior Product Manager, Digital Asset Management, Salesforce

Melissa Pauna is the Senior Product Manager of DAM at Salesforce. Over the past two decades Melissa has enjoyed participating in the evolution of media management as a trained archivist and digital media curator becoming a leader in the field. Partnering with innovative technology companies to create robust digital asset management systems for the retail and software sectors, creative agencies, museums, and archives brings her great satisfaction. Outside of the office Melissa can be found exploring nature, researching family trees, making art, or volunteering for arts and cultural heritage organizations.



**Jennifer Sunday**, Global Technology Manager - Digital Asset Management, Stanley Black & Decker, Inc.

Jennifer's current role as Global Technology DAM Manager focuses on leading the Global DAM practice for Stanley Black & Decker, Global Tools and Storage division within Digital Technologies (IT). Her experience with IT and DAM systems has evolved over a decade from administrating, implementing, and integrating DAM systems with multiple types of software for a cohesive user experience.



**Mike Giresi**, Chief Digital Officer, Molex

Mike Giresi is the Chief Digital Officer for Molex. A leading expert in IT-based business transformation, Mike leads digital-driven business strategy and innovation to ensure that the business stays in lockstep with emerging trends and ensures a customer-first mental model from the outset. Prior to his tenure at Molex, Mike led digital transformation initiatives at such major corporations as Aramark, Royal Caribbean, and Tory Burch.



**Nick Barber**, Senior Analyst, Forrester

Nick specializes in video technologies, digital asset management (DAM) for customer experience, and personalization. In the video space, he covers online video platforms for sales and marketing and enterprise video technologies for training and employee experience. On the personalization front, Nick is exploring how personalized customer experiences live at the intersection of data and content and how the understanding of that content can be augmented with artificial intelligence.

