

# Peter Garcia

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## SUMMARY

Digital asset management technologist providing strategic and technical guidance on the gathering, organizing and reuse of digital assets. I lead the discovery, design and implementation of multimedia asset management systems. An effective leader, capable of persuasion, able to clearly manage expectations, strong communication skills and robust interpersonal skills to foster lasting relationships.

## SKILLS

- Ability to work independently with minimal guidance.
- Strong business analysis skills in many business verticals.
- Demonstrated experience in identifying client needs as user story requirements.
- Collaborate with key business stakeholders and project teams on proposed solutions.
- Strong understanding of MarCom and Creative Services processes and work flows.
- Solid visual communication skills, with strong story-telling strengths.
- Coach cross-functional leaders in the adoption of DAM principles.
- Design metadata governance hierarchies in corporate and higher educational clients.
- Strong hands on set up of taxonomy, metadata types, roles and permissions.
- Hands on creation of work flows for access to assets based on permissions.
- Produced automated trans-coding scripts for photo, video and audio files.
- Regularly participated in coordinating and delivering engagement results via written reports and oral presentations to client management and key stakeholders.

## EXPERIENCE

### Tech Valley Media, July 2021 – Present

- Gather, clean up and integrate data from various external sources.
- Provide strategy and guidance on the integration of data in web based graphic representations.

### Independent DAM Contract Consulting, September 2019 – July 2021

- Strategic client consulting on systems sizing, migration, folder structure, metadata schema, image rendition transforms, access control and asset expiration methods.
- Conduct research, interviews, and presentations for clients (executive and/or board level).
- Assist with the comprehensive cost/benefits analysis and preparation of business cases for technology investments.
- Participate in delivery within a given time frame and budget, for a variety of clients, which include benchmarking and change.

### Solutions Architect, Amplifi, October 2018 – July 2019

Solutions designs focusing on Adobe AEM Assets, Scene7 and integration with CMS Sitecore.

- AEM system install, configuration, upgrade support, and performance tuning of production, staging and development environments.
- Metadata tag taxonomy and governance. Create work flows for programmatic application of metadata from Amplifi PIM, image transforms and asset exports.
- DAM practice building for Adobe Assets and OSGi based DAM solutions such as Nuxeo.
- Asset migration from cloud based DAM (AssetBank) to on premises instances of AEM.
- Designed and managed the development of GIT managed work flows.

### **Independent DAM Consulting, July 2017 – September 2018**

Provide leadership, support and expertise in the creation of DAM technical solutions.

- Strategic client consulting on systems sizing, migration, folder structure, metadata schema, image rendition transforms, access control and asset expiration methods.
- Plan and lead cross-functional workshops. Identifying customer user stories and business needs.
- Develop & articulate technology innovation roadmaps of complex problems.
- Collaborate with external vendors and business partners to build solutions.
- Research, identify, compare and document new / existing technologies, business models, processes, and industry trends.

### **Director, Development DAM Delivery, Epsilon November 2015 – May 2017**

Build DAM methodology and product solutions for CPG, health care, financial and automotive verticals.

- Lead and oversaw business analysis, requirements definition, solution design, resource allocation, customization, integration, issue management and acceptance testing for OpenText MediaBin and Adobe AEM Assets.
- Analyze, design and specify application development tasks
- Recommend application of MediaBin, Adobe AEM/Scene 7, Nuxeo and Digizuite.
- Assessed wider industry technology trends in cloud services, facial recognition, artificial intelligence, and internet of things to identify best-in-class directions.
- Developed and maintained architectural IP including methodology, reference architectures, metadata and taxonomy models, system blueprints and roadmaps.

### **Senior Technical Solutions Architect, Hewlett Packard November 2005 – April 2015**

Lead architecture teams implementing effective digital asset management solutions using MediaBin DAM, IDOL Search, TeamSite CMS.

- Pre-engagement development of statements of work and requests for information.
- Lead client discovery, conceptualize the design and deploy solutions where analysis of an engagement requires an in depth evaluation. Managed client issues using Jira.
- Collaborate with technology stakeholders and integrators as necessary in proof of concept demonstrations and help scale up proven solutions to meet business needs.
- Develop for clients long-term strategies and plans for asset lifespan management.
- Regularly scheduled the deployment of assets to synchronize client servers.
- SME on image and video transcoding.

### **EDUCATION**

Speech Major, State University Of New York New Paltz