

Francisco Garcia

Competence and Integrity

Seasoned professional delivering innovative digital transformations and developing the business strategy behind them. Twenty years of diverse experience in several fields including enterprise content, marketing, business process improvement, and design. Skilled in strategy development, problem-solving, project management, with expertise in digital asset/content management, content migration, metadata, life sciences, and digital imaging. Leadership style emphasizes facilitation, adaptability, fact-based decision-making, integrity, and quality results.

PROFESSIONAL EXPERIENCE

Accenture Digital / Manager

NYC 11/2016 – present

Manage client engagements from proposal writing to implementation. Collaborate with multifunctional teams to identify key client business problems, develop effective strategies, and implement solutions. Provide subject matter expertise in metadata/taxonomy optimization, DAM, ECM, migration, planning, and emerging technology trends.

Independent Consultant / Digital Asset and Content Management

NYC 6/2013 – 10/2016

Help companies optimize digital operations through improved content lifecycle management, integrated digital supply chain, and streamlined DAM-enabled processes. Manage client projects from concept to completion and provide a range of services in key areas:

Digital content creation, distribution, and management	Metadata standards, taxonomy, and metatagging
Process automation and workflow design	Data migration and legacy integration
Technology evaluation, vendor selection, and sourcing	Digital rights management

Example projects:

Ralph Lauren | **Digital Asset Management** | New York, NY | 5/15 – 9/15

Contracted by Ralph Lauren to lead a strategic initiative to insource the company's mission-critical ecommerce product photography and digital asset management which had been outsourced to a single vendor since 2007. Responsible for:

- **Business objectives**, feasibility, cost analysis: Conducted a fit/gap analysis. Produced detailed process maps. Identified necessary process improvements. 5-year projection of digital asset production and system utilization.
- **Software and services**: Wrote comparative analysis of deployment options (cloud, on-premises, and various hybrids) and led the deployment decision process. Specified vendor technical, functional, security, integration and service requirements. Led vendor selection process and a vendor selection committee, RFP, vendors due diligence, SOW and contract negotiation.
- **Implementation and migration plan**: Developed a three-phase Implementation schedule. Worked with the selected new vendor and the legacy vendor to determine migration strategy. Acquired, verified and conditioned migrated content.
- **New system design and configuration**: Worked with the new vendor's professional services team, stakeholders and users to produce final specifications needed to stand up the new system. They included metadata master doc, automated tasks, data hand off, governance policies, and photography workflow.
- **Stakeholder/change management**: Kept staff, stakeholders, and management informed, involved, and invested.

Prudential Financial / Process Improvement Analyst and Digital Asset Manager

NYC 10/2012 – 3/2013

Responsible for improving productivity, quality, and overall customer satisfaction with Prudential's internal web development services.

- Streamlined the department's core processes. This involved redefining and prioritizing all parts of the development process to better reflect clearly defined business objectives and deliverables.
- Established detailed workflows and guidelines for client request processing, development of project requirements, prototyping, quality control and client involvement.
- Implemented a centralized project management hub, a rapid prototyping and client collaboration system, and a digital asset management system used primarily for cataloging and reusing programming code.

Independent / Photographer and Digital Imaging Consultant

Miami 8/2010 – 8/2012

Commissioned photography of residential real estate, architecture, portraits, products, television shows, and more. Fine art large-format photography sold to corporate clients and private individuals. Services for professional photographers - and artists in digitization and cataloging, digital asset management, digital workflow, distribution, copyright, and archiving.

Univision Interactive Media / Digital Asset Manager

Miami 12/2006 – 3/2009

Delivered UIM's first enterprise content management solution on time and under budget. Project manager overseeing design and implementation responsible for leading cross-functional teams, strategic planning, specifications and requirements, new business processes, project workflow, and training. UIM's digital asset management solution exploited the entire content life cycle to improve brand consistency and production quality while reducing time and cost. Features and benefits included:

- 60% increase in ROI in brand assets and a 30% reduction in production costs.
- Global access to a centralized library via secure web interface led to greater reuse of assets.
- Collaborative distributed tagging, efficient workflows, a modular metadata schema, granular media classification and XMP embedding allowed for portable, content-rich assets.
- A robust front-end, multi-language metadata, performance optimization, efficient searching.
- Built-in digital rights management functionality protected the company and its assets.
- Program manager in charge of third party content procurement, agreements, image research and procurement requests.

Univision Interactive Media / Photography Production Manager

Miami 11/2007 – 3/2009

Responsibilities expanded to include photography and production management.

- Instituted standards and procedures and for requesting, planning, producing and tracking photos.
- Increased photo quality and consistency by training staff in advanced batch image editing techniques
- Improved production time and reshoots through enforced workflows and policies.
- Reduced time required for event photos from Latin Grammys to reach editors worldwide from 12 hours to 15 minutes.
- Produced over 25% of photos on univision.com - 20,000 images of celebrities, television shows, events, and products.

Independent Consultant / Marketing Content Management

Miami 4/2003 – 1/2006

Professional services provided to organizations wishing to improve brand communication. Areas included strategy, planning and implementation of content management solutions, media workflow, training in photorealistic visualization, and design of proposals and presentations. Clients included architecture and planning firms such as EDAA/AECOM (www.edaw.com), real-estate developers and government organizations such as The City of Miami Beach.

Claxson Media Group / General Manager for Online Content

Miami 5/2000 – 2/2003

Responsible for leading the development of online properties and digital assets that directly contributed to the company's business objectives in B2B, consumer and intranet:

- First business-to-business ecommerce site offering PTVI's video titles catalog.
- Promotional streaming video sites for new shows and season launches, the PTVI official site.
- Led an initiative to digitize Playboy's video collection in order to offer cable subscribers video on demand.
- Venus Online: a full-featured online extension of the company's television brand, Venus Channel. The site drove a 15% increase in TV channel subscriptions in the first year.

Salud.com / Executive Producer

Miami 8/1999 – 5/2000

Directed the planning, design and production of Salud.com, a well-funded internet startup and the premiere Spanish-language consumer health portal at the time. Responsible for producing a database-driven, scalable web platform through which high-quality content, cutting-edge features, and a world-class user experience could be delivered efficiently. Vignette (now OpenText) formed the foundation of a robust platform that integrated content management and publishing, editorial workflow, e-commerce, and discussion forums.

PRIOR TO 1999

Visa International / E-commerce Manager

Miami 8/1998 – 8/1999

Responsible for promoting e-commerce using Visa cards in Latin America (www.lac.visa.com). Delivered successful e-commerce market development programs, such as training seminars, marketing collateral, trade shows and promotional events. These programs led to a measurable increase in bank participation and Visa card online purchases.

NeXT Computer / Sales Comm. Manager

Developed and managed sales tools for the NeXT sales force. Collaborated with marcom, product design, and executive management including Steve Jobs to produce effective white papers, brochures, presentations, videos, and documentation to help account executives sell the new platform across all sales channels.

Apple / Marketing Support Rep

Managed marketing and sales support for Apple's higher education channel accounts as part of a three-person team that included an account executive and engineer. Major accounts were the University of Chicago, Northwestern University, and Notre Dame. Sales territory was ranked in first place in higher education sales.

EDUCATION

Boston College / Bachelor of Science

BS degree received. Double major completed in biology and philosophy.

Minor completed in computer science.

Bilingual: speak, read, and write Spanish fluently