


# Digital and Marketing Asset Management


By Theresa Regli



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The digital world is transitioning from text to media: photos, audio files, video clips, animations, games, and more. Enterprises of all kinds struggle with how to manage those media assets. Digital professionals who want to master the life cycles behind creating, storing, and reusing media need the inside scoop on how digital and media asset management technology really works.

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### Editorial Review

#### Review

Just what I was looking for—the real story of how to master the mundane routine of asset management to free the creative juices and better tell our story. --LeGrand Hunsaker, Vice President, Autism Empowerment Project

This is inarguably the definitive book on DAM. It has all the information; you don't need to go to multiple sources. It should be a required textbook in every Library Science program, and be in the hands of anyone who has anything to do with managing digital content. --Sarah Cervinski, Digital Asset Manager, GoPro, Inc.

Whether you are completely new to the DAM industry or a salty, seasoned professional, this book is your roadmap to DAM, both current and future. --Jacob Fincher, Product Design Analyst, L Brands

#### About the Author

Theresa Regli is a principal analyst and managing partner with the Real Story Group, covering and advising on digital and marketing asset management, marketing automation, creative operations management, and Web content management. As a journalist in Boston in the early 1990s, Theresa first saw the Mosaic Web browser and was handed a 26-page book called complete HTML by her older brother, who offhandedly mentioned she'd probably end up working on this thing called the Web sometime in the future. She soon shifted from writing about the local arts scene to pro ling new technologies and Internet start-ups, and then started coding. After hand-coding one of the world's first newspaper websites amidst resistance from her paper-loving coworkers, Theresa moved on to join the dot-com wave, leading website development and information architecture teams, using early versions of what would eventually be called content management systems. From 2001 to 2006, she led a content management team at a systems integration firm, heading up implementations of major WCM, enterprise search, and DAM products. Since joining the Real Story Group in 2006, Theresa has covered a multitude of content technology markets, with a particular focus on digital and marketing asset management. She advises a multi-industry, worldwide customer base that has included Unilever, Christie s, Johnson & Johnson, Sesame Workshop, Novartis, Ubisoft, the British Museum, IKEA, Capital One, the Ad Council, Havas Worldwide, the Council on Foreign Relations, Net-a-Porter, the UK National Trust, Shell, and the US Library of Congress. Now based in her native city of Philadelphia, U.S., Theresa spends much of her life on the road, particularly enjoying London, Paris, Strasbourg, New Zealand, major tennis tournaments, and British Airways. When not working with Real Story Group customers or teaching seminars at events throughout the world, she is usually cooking, seeking out the best local restaurant, taking a scenic walk, or enjoying a hand-crafted artisan cocktail.

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