**LISA GRIMM** ⏐[lisa@lisagrimm.com](http://mailto:lisa@lisagrimm.com)⏐<http://www.lisagrimm.com/>

**Global DAM, Information Management & Creative Ops Leader**

Accomplished information professional with 20+ years of diverse experience in global technology environments. Seasoned in building, growing, and leading high-performing digital asset management, enterprise content management and taxonomy teams and programs. Proven track record of collaborating globally across all organizational levels to evangelize programs and advance multiple concurrent complex initiatives. Hands-on team leader and executive influencer with excellent communication, collaboration, organization, analytical, negotiation, and problem-solving skills. *Areas of expertise include:*

**Digital Asset Management** 🞟 **Creative Operations** 🞟 **Enterprise Content Management** 🞟 **Digital Rights Management**

**Product Management** 🞟 **Program Management** 🞟 **Metadata & Taxonomy Strategy** 🞟 **Digital Transformation**

**Team Building & Training** 🞟 **Content Strategy** 🞟 **Vendor Selection & Management** 🞟 **Knowledge Management**

**Change Management** 🞟 **Organizational Structure Definitions** 🞟 **Public Speaking** 🞟 **Workplace** **Diversity & Inclusion**

**CAREER SUCCESS**

**AMAZON.COM / AMAZON WEB SERVICES**, Seattle, WA  **11/2015 – Present**

**Manager, Browse Development & Taxonomy** (1/2018 – Present)

Spearhead global digital product and content strategies across all Amazon.com sites. Lead and mentor a 10-person global taxonomy team in supporting all content development strategies and continuous improvement initiatives. Set and guide global goals and standardization processes, own departmental roadmaps, and develop innovative taxonomy workflows.

* Cultivate an atmosphere of high-quality and unique technical content and taxonomy development at all levels.
* Liaise between technical and business teams to define objectives and translate goals into actionable measures.
* Develop career path and growth opportunities for staff spanning junior and senior-level taxonomy roles.
* Mentor all staff in learning additional complex modeling and program management skills.
* Currently defining and directing a new worldwide organizational restructure, including creating new role descriptions, developing new reporting structures, and designing new tool processes and best practices.
* Serve as the worldwide owner of Prime Video, Kindle, Audible, Digital Music, AppStore, and Alexa Skills taxonomies and content models.

**Senior Program Manager, Culture** (1/2017 – 1/2018)

Advanced historic growth capabilities by researching company culture, creating and launching cultural growth and evolution methodologies, and driving diversity and inclusion goals across a global company footprint.

* Authored numerous white papers and facilitated presentations across all internal audience levels.

**Technical Program Manager** (11/2016 – 1/2017)

Created a robust program to drive new content, knowledge, and digital asset management systems and standards within Amazon Web Service’s Security Assurance. Led technical staff, including a technical writer, in continuously improving global documentation and content standards. Directed planning and execution of external events, including Grace Hopper ’16.

* Documented all process flows, managed vendor selection and relationships, and advanced overall efficiency.
* Managed the AWS Security blog editorial calendar for the department and served as an author and ghostwriter.
* Volunteered with Amazon Women in Engineering, WiSE, and other groups to increase tech workforce diversity.

**GSK**, Philadelphia, PA  **2/2013 – 11/2015**

**Global Content Librarian**

Director-level role as global product manager and business owner for the library platform; utilized Adobe CQ5/AEM to support all enterprise digital asset management and web content management for global multi-channel marketing.

* Directed numerous change management, process improvement, and Lean initiatives to further enhance footprints.
* Oversaw a large-scale metadata application and taxonomy model implementation.
* Developed documentation and online training materials to ensure alignment of staff knowledge across the globe.
* Analyzed overall usage, gathered requirements, and planned for future platform improvements.

**ELSEVIER**, Philadelphia, PA  **3/2011 – 2/2013**

**Operations Manager & Technical Content Manager** (2/2012 – 2/2013)

Managed operational readiness and technical content management initiatives for software releases and product updates to the content platform. Cultivated and grew vendor relationships and facilitated critical cross-functional communications.

* Created and delivered a diverse range of sales, marketing, and customer service training for a global workforce.
* Reviewed and triaged XML defects in collaboration with an external vendor to drive content pipeline improvement.
* Provided subject matter expertise to CMS and other enterprise development projects in an Agile environment.

**Web Editor** (3/2011 – 2/2012)

Directed web content management initiatives and editorial choices, managed a team of freelance STEM writers, and produced weekly eNewsletters and social media content. Managed eBook updates via offshore vendor.

* Increased web traffic by developing and implementing best practice social media engagement strategies.

**DREXEL UNIVERSITY COLLEGE OF MEDICINE**, Philadelphia, PA  **10/2007 – 6/2010**

**Assistant Archivist**

Directed a large-scale digitization project while simultaneously managing digital assets. Developed the college’s social media strategy, editorial calendar, and overall content strategy. Planned and managed special archival and college events.

*Additional Roles Include:*

**Director of Web Design & Development**, JTE Multimedia, Berwyn, PA (2010)

**Senior Web Specialist**, University of Pennsylvania School of Veterinary Medicine, Philadelphia, PA (2006 – 2007)

**Web Production Editor**, Nature Publishing Group, New York, NY (2003 – 2005)

**Content Manager**, New York City Department of Health, New York, NY (2002 – 2003)

**e-Team Logistics Manager**, Hewlett-Packard, Cupertino, CA (2001 – 2002)

**Web Project Manager**, Juniper Networks, Sunnyvale, CA (2001)

**Web Production Manager**, Women.com Networks, San Mateo, CA (1998 – 2001)

**Web Developer**, Time Out, London, UK (1996 – 1997)

**EDUCATION**

**Master of Science in Library & Information Science |** Palmer School of Library & Information Science, Long Island University

**Master of Arts in Archaeology |** University College London

**Bachelor of Arts in Archaeology |** Boston University

**SELECTED PROFESSIONAL PUBLICATIONS**

* ‘[Why Your Tech Company Needs an Archaeologist to Fix Your Corporate Culture,](https://hackernoon.com/why-your-tech-company-needs-an-archaeologist-to-fix-your-corporate-culture-814fcd1e408e)’ Hackernoon, April 24, 2017
* ‘[DAM Expands Its Reach in the Enterprise](https://www.cmswire.com/digital-asset-management/dam-expands-its-reach-in-the-enterprise/),’ CMS Wire, September 21,2016
* ‘[Librarian Tips for DAM Managers: Standards and Metadata](http://damguru.com/standards-and-metadata/),’ DAM Guru, May 7, 2015
* ‘[Beer Mythbusting: The Truth About Pilgrims, Adjuncts, and Prohibition](http://drinks.seriouseats.com/2012/11/beer-myths-corn-pilgrims-first-beer-thanksgiving-lager-prohibition-history.html?ref=title),’ Serious Eats, November 12, 2012
* ‘[The Loneliness of the Long-Distance Trainer?](https://therail.blogs.nytimes.com/2010/10/28/the-loneliness-of-the-long-distance-trainer/)’ The New York Times, October 28, 2010
* More published work: [Contently Portfolio](https://lisagrimm.contently.com/)

**ADDITIONAL INFORMATION**

* [Freelance writer](https://lisagrimm.contently.com/) & blogger – [various](https://lisagrimm.contently.com/), (1997 – Present)
* Chapter author: 'Blogging your archives' in *Public relations and marketing for archivists: a how-to-do-it manual*, Neal-Schumann, 2011
* DAM Guru Member and Former DAM Foundation Board Member
* Zappos Culture Camp Invited Attendee (2017)
* Invited Speaker, Henry Stewart DAM San Diego (2018), Henry Stewart DAM NY (2019)