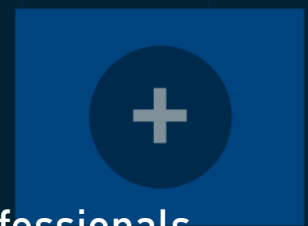




# I'm Bynder

I help over a million creative, branding, and marketing professionals accelerate the creation of content, collaborate in the cloud, get content to market faster, and maximize the impact of their marketing assets. We're talking brands like PUMA, Spotify, TED, and Five Guys. I enable them to organize and distribute their digital assets in the cloud and accelerate their end-to-end creative content lifecycles.



## EDUCATION

### UNIVERSITY OF DAM, Boston, MA — MASTERS

#### 2013 - PRESENT

Always. Be. Learning. I'm continuously learning from my clients on what they need me to do and I help them solve their biggest content challenges. I've taken advanced coursework in digital asset management, continuous development, APIs, integrations, service & support, user experience, SaaS, scaling content creation, taxonomy and metadata, marketing technology, marketing, branding, governance, information retrieval, computer science, video asset management, video templates, digital templates, brand guidelines, and creative workflow.

## EXPERIENCE

### Nautilus, Vancouver, WA — DAM Platform

#### 2017 - PRESENT

With their previous DAM systems, Nautilus experienced several challenges around digital asset management that needed to be addressed: access, sharing, and adoption. The creative team found itself resizing images for every request, sending and resending the same logos, and manually sending "check this out" emails whenever new marketing material was released. All this resulted in a lot of time spent that could have been utilized elsewhere on creative efforts. I helped Nautilus organize over 50k assets and reach an impressive 100% adoption rate for their DAM platform.

### SIEMENS Healthineers, NYC, NY — DAM Platform

#### 2018 - PRESENT

Siemens Healthineers needed to not only centralize its vast number of digital assets that were spread across multiple systems, but they also needed a solution that could seamlessly integrate with other tools and technologies. They were looking for an intuitive, integrated, and future-proof solution that could grow with their business. I helped SIEMENS Healthineers grow their DAM user base to over 13,000 users and secure an estimated £4M+ in cost savings.

### Omron, Vancouver, WA — DAM Platform

#### 2018 - PRESENT

Omron Automation Americas began a website and rebranding initiative, masterminded by their internal marketing teams, assisted by consultants at DEPT, and powered by the CMS platform SDL Tridion. There was only one thing missing—the right content! There was no central repository for Omron's digital assets—meaning assets were spread out among network servers, cloud storage providers, and a Lotus PDF library. Omron knew a centralized repository for digital assets would be a critical piece in their new website initiative, but it needed to work with their current solutions and strategies. I helped Omron simplify the customer and partner experiences on their website, create trust internally that the latest version of an asset is always what's on the website (and in Bynder), and helped make it easier to find the right content, at the right time for all stakeholders.

## CONTACT:

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📞 NL +31 20 820 3740

## AWARDS:

I received the Insight Venture Partners Series A funding scholarship in 2016, an honor awarded to companies that embody excellence and are in hypergrowth-mode such as Shopify, Wix.com, and Hootsuite.

## SKILLS:

Salesforce Marketing Cloud, Adobe Creative Suite (Photoshop, Illustrator, InDesign, and Premiere) Workfront, Drupal, WordPress, SAP Commerce Cloud, Contentful, Wrike, InRiver, Salsify, Getty Images, Stackla, Episerver, Gelato, Shutterstock, Tray.io, Google Analytics, Sitecore, Vimeo, YouTube, Slack, Akamai, and more.

## CERTIFICATIONS:

ISO 27001: 2013  
ISO 27018: 2019  
ISO 22301: 2019  
GDPR  
CCPA  
HIPAA compliant

## LANGUAGES:

English US, English UK, Dutch, French, German, Spanish, Portuguese BR, Vietnamese, Chinese. (Simplified)

## HOBBIES:

Watching Mari Kondo on Netflix, arguing about metadata and taxonomy structure, football

## REFERENCES:

[Michael Robinson](#), Creative Director at Nautilus  
[Tamara Austring](#), Brand Producer at Zendesk  
[Elizabeth Zeeuw](#), Senior Photo Editor at TED