

Matt Shirley

Digital Asset Management & Digital Transformation Leader
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Profile Summary

Strategic digital leader with 15+ years of proven success guiding Fortune 100 companies and Ivy League institutions through enterprise-wide digital transformations. Expertise in digital asset management, program leadership, cross-functional stakeholder engagement, and technology integrations—including AI, MarTech, and content ecosystems. Recognized speaker and thought leader dedicated to driving operational efficiencies, scalable workflows, and innovative digital strategies that deliver measurable business impact.

Core Skills & Technologies

- Digital Asset Management (DAM) | Program & Project Leadership
- Digital Transformation Strategy | Workflow Optimization
- AI & MarTech Integrations | Metadata & Taxonomy Design
- Content Ecosystem Development | Cross-Functional Collaboration
- Vendor & Stakeholder Management | Budget & Contract Negotiations
- Change Management & Process Improvement

Professional Experience

Independent Digital Transformation Consultant | 2024 – Present

- Design enterprise-wide digital ecosystems integrating DAM, MarTech, and AI solutions to streamline content operations.
- Develop strategic roadmaps, scalable workflows, and implementation plans aligned with organizational goals.
- Lead cross-functional teams, manage vendor relationships, and foster stakeholder engagement to ensure sustainable digital strategies.

T-Mobile – Bellevue, WA

Senior Digital Program Consultant | 2023 – 2024

- Led enterprise digital transformation initiatives, auditing and optimizing digital environments across marketing and content supply chains.
- Developed a unified ecosystem for DAM, Media Asset Management, and AI integrations—reducing silos and enhancing operational efficiency.
- Created strategic roadmaps for application replacement, resource reorganization, and technology alignment.

Citizens Financial Group – Providence, RI

AVP, Digital Asset Strategist | 2022 – 2023

- Architected digital program frameworks, streamlining DAM and MarTech integrations to support enterprise media ecosystems.
- Defined technical capabilities, lifecycle management, and taxonomy standards, boosting content efficiency and regulatory compliance.
- Led cross-team collaboration for platform integrations, analytics, and localization efforts.

Vail Resorts – Broomfield, CO

Senior Manager, Content Technology & Production | 2020 – 2021

- Reengineered content distribution processes for 37 resorts, centralizing content management to improve scalability and consistency.
- Developed SOPs for AEM, taxonomy, and tutorials, fostering best practices across marketing channels.
- Managed vendor relationships and negotiated contracts, maintaining a high-performance, collaborative team culture.

Amazon – Seattle, WA

Senior Program Manager, Digital Assets | 2018 – 2020

- Created global strategy and standards for Amazon Devices' digital assets, ensuring compliance and scalability.
- Restructured multiple content teams into a unified, modular asset management system supporting rapid growth.
- Collaborated with AWS on redundancy, backup, and performance enhancements, optimizing asset lifecycle management.

Good Soil Farms - Fallbrook, CA

Founder | 2014 – 2018

- Conceptualized and launched a farm-to-door produce delivery service, overseeing all aspects from soil management to harvest, packaging, and logistics.
- Managed daily operations including soil controls, transplant production, and order fulfillment, ensuring timely delivery and quality standards.
- Directed marketing efforts and maintained compliance with industry certifications, including CCOF licensing and affiliations.

Nordstrom – Seattle, WA

Manager, Digital Media Management | 2012 – 2014

- Led strategic initiatives for digital media solutions across Nordstrom Direct, fostering cross-functional collaboration with Creative, Technology, Editorial, Marketing, and Studio teams.
- Partnered with engineering to develop and integrate a proprietary digital asset management (DAM) tool, significantly improving web asset deployment speed.
- Provided executive guidance on best practices for building a scalable, enterprise-wide DAM ecosystem to support future digital asset needs.

Disney – Glendale, CA

Senior Manager, Digital Media Asset Management | 2007 – 2012

- Designed and implemented Disney's enterprise DAM processes, including naming conventions, archiving, and migration strategies.
- Managed international relationships with internal units and external vendors, expanding digital asset portfolios.
- Led development of proprietary DAM GUI and optimized workflows for global content visibility and reuse.

Yale University – New Haven, CT

Digital Imaging Project Manager | 2002 – 2006

- Managed the Beinecke Library's digital studio, developing proprietary tracking systems and workflows.
- Led staff training, process optimization, and digital collection accessibility initiatives.

Awards & Speaking Engagements

- Speaker, Henry Stewart DAM LA 2023 – “Why Good Programs Fail or Underperform”

Education & Certifications

- Brooks Institute of Photographic Arts and Sciences - Bachelor of Arts - 1997
- Fellow, Berkeley College, Yale University