

NEAL STIMLER

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Summary

Neal takes an interdisciplinary approach to humanistic praxis in the cultural sector informed by art history, digital technology, museology and sociology.

As a creative strategist with experience in collaborative leadership, content management, project management, and trend forecasting, he has successfully contributed to and led efforts that improved business operations, thoughtfully engaged audiences, and enhanced organizations' management capabilities and inspired greater visionary capacity.

He has provided exceptional leadership and critical insights on trends and digital technology, and guided project decisions at decisive junctures for the well-being of his clients.

Clients include: American Alliance of Museums, Cleveland Museum of Art, Center for Innovation and Online Learning at Pennsylvania State University, Engelberg Center Innovation Law and Policy at New York University, John Hopkins University, Jenny Holzer Studio, J. Paul Getty Trust, Maryland Institute for Technology in the Humanities at University of Maryland in College Park, Maryland, Microsoft Libraries and Museums, Museum Computer Network, Museums and the Web, New Media Consortium, THATCamp.

Skills

- Ability to provide strong leadership, vision and strategic direction.
- Experience developing and implementing strategic plans.
- Proven ability to work cooperatively, diplomatically, and effectively with donors, boards, volunteers in community relations and public outreach capacities.
- Competent in managing museum operations, including personnel matters.
- Ability to collaborate effectively across functions, with highly developed skills working with a diversity of people and groups.
- Demonstrated ability to supervise, as well as to work successfully with museum staff, volunteers, and diverse public constituencies.
- Evidence of success in developing, managing, and growing an annual operating budget with strong business management skills.
- Excellent planning, time management and decision-making skills.
- Working knowledge of project management software, spreadsheets, databases, email, calendar/scheduling, and word processing software.

Experience

Snr Advisor & Business Development Specialist 2019 - present
Senior Adviser 2018 - 2019
Balboa Park Online Collaborative • San Diego, California

- Engage leads and develop into consulting clients with Balboa Park Online Collaborative.
- Advise a range of clients for strategic programming, digital operations for exhibitions and media partnerships for nonprofit institutions and technology initiatives that connect audiences to art, culture and science.

Most notable projects have been leading the strategy, implementation and launch of the Open Access program for the Cleveland Museum of Art (CMA), and Microsoft with their Libraries & Museums.

See section “Key Initiatives & Projects”

Head of Public Engagement 2017 - 2018
Auckland Art Gallery Toi o Tāmaki • Auckland, New Zealand

Led the gallery’s public engagement, business and community partnerships including development, education, public programming, finance, external communications, and staffing.

- Managed 3 teams of Learning & Outreach, Public Program, and the Digital Strategy Group serving in educational, digital, and public engagement aspects.
- Collaborated with community partners to enhance the arts in the Auckland community and developed relationships with community organizations and staff to communicate the gallery’s mission.
- Designed, implemented, evaluated, and monitored Public Engagement programs that encouraged sincere engagement and lifelong learning for the public with art, art history, collections, exhibitions and scholarship.
- Led the Auckland Art Gallery’s digital strategy and managed the Digital Strategy Group.
- Performed a variety of public relations activities; coordinated communication both internal and external concerning all public engagement aspects of the Auckland Art Gallery.
- Worked closely with constituents, support groups, Council and other Auckland Council government and non-governmental agencies.
- Provided strong project management to deliver projects, meet objectives, within timelines and budgets.
- Attended conferences, seminars, workshops, and other training for professional development purposes.

Metropolitan Museum of Art
New York, New York.

2005 - 2017

My positions ranged from my first as an intern cataloguing drawings and prints to becoming the (organizational) bridge between the museum's expertise, allied scholars and the public by facilitating and engaging these interdependent constituencies through each partner's platforms and technologies. My skills in art, digital technology and humanities, and general business management grew exponentially in this renowned institution.

Program Manager Content Partnerships Jan 2017 - Sep 2017
Third-Party Partnership Producer Jul 2016 - Dec 2016

- Provided strategic guidance to the museum with respect to critical technologies, trend forecasting and partnerships through demonstrations, publications and presentations.
- Collaborated with internal project teams to formulate business development strategies that serve the museum's priorities and strategic vision.
- Managed content contribution and press with partner Google Arts and Culture to launch the Daydream virtual reality platform.
See section "Key Initiatives & Projects"
- Established and managed relationships with existing and new partners like Bloomsbury, Creative Commons, Google Arts and Culture, Ithaka, Khan Academy, Oxford Art Online, Sotheby's Museum Network and Wikimedia.
- Coordinated communications and maintained comprehensive account knowledge for all syndicated partnerships.
- Managed end-to-end roadmap and project life-cycle as guided by product requirement documents.
- Coordinated all assets required for each project in collaboration with internal and external producers.
- Streamlined efficiencies by extending the reach and impact of existing assets and related content investments through strategic reuse/redeployment.
- Tracked metrics, and created reports with the Digital Analyst that detail partnership benefits for the museum and measure success.
- Led business reviews with partners and offers a strategic and analytical perspective of partnerships, identifying areas for improvement and growth.

Digital Asset Specialist
Associate Digital Asset Specialist
Associate Coordinator
Collection Information Services

2014 - 2016

2012 - 2014

Mar 2012 - Jul 2012

- Developed data and digital asset content policy and strategy for museum collections, open access, time-based media and wearable technology.

- Performed critical analysis for trends forecasting
- Drafted executive summaries and industry reports.
- Designed digital asset workflows, drafted documentation and provided user training in collaboration with internal and external stakeholders.
- Oversaw stewardship of digital assets for storage, use into the digital asset management system and dedicated network storage.
- Authored publications, presented them and demonstrated technologies globally on behalf of the institution and as an independent scholar at conferences for professional organizations.

Associate Coordinator of Images, Image Library

2007 - 2012

- Managed access, distribution and licensing of art collection and archival assets for internal and external constituents.
- Coordinated large scale asset deliveries for exhibitions, publications and third party distributors such as Art Resource, ARTstor and Scholars Resource.
- Provided training and technical support for users of digital asset management system, image ordering tool and file transfer software.
- Participated in working groups on information technology and time-based media.

Legal Assistant, Office of the Vice President, Secretary and General Counsel

Jan 2007 - Feb 2007

- Provided administrative assistance to in-house counsel. Drafted letters, proofed documents, and scheduled meetings.

Intern, Department of Drawings and Prints

Jun 2006 - Dec 2006

- Cataloged and researched prints made during the Works Projects Administration and in the American Scene movement.
- Most notably worked on the "Rhythms of Modern Life: British Prints 1914-1939" exhibit/ publications, at The Metropolitan Museum of Art from September 23, 2006 to December 7, 2006. Also, catalogued the works from the William Lieberman Bequest, containing diverse graphic media from 19th century French drawings to Modern art, for its entry into the museum's collection.

Intern, Department of Drawings and Prints

Jun 2005 - Aug 2005

- Cataloged and researched German Expressionist artists including Ernst Barlach, Erich Heckel, Wassily Kandinsky, Ernst Ludwig Kirchner, Oskar Kokoschka, Franz Marc, Egon Schiele and others.
- Conducted tours of groups ranging from small groups up to 100 persons, including "Highlights of the Museum and The Allure

Key Initiatives & Projects

Senior Advisor and Business Development Specialist

Balboa Park Online Collaborative's Engelberg Center Innovation Law and Policy at New York University

Consulted with Engelberg Center Innovation Law and Policy at New York University (NYU) as a 2019-2020 fellow [July 2019 - August 2020]. Initiated client engagement with Balboa Park Online Collaborative (BPOC). Collaboratively authoring a white paper on the future of 3D imaging and open access digitization methods and policies for cultural heritage institutions. In residence at NYU to collaborate with faculty and staff. Present on the topic of open access policies for cultural heritage.

Microsoft Libraries and Museums

Consulted with Microsoft Libraries and Museums [May 2019-Present] to begin and develop the business area with Business Strategy Leader, Catherine Devine. Initiated client engagement with Balboa Park Online Collaborative (BPOC). In collaboration with Nik Honseysett, CEO of BPOC, developed a content and communications plan and strategy. Co-hosted and facilitated a listening tour in Bellevue, Washington, Los Angeles, California and New York City with library and museum professionals from diverse and leading institutions about the potential opportunities for Microsoft Libraries and Museums. Co-authored listening tour report. Recruited Carson Block, of Carson Block Consulting, to join the initiative as a subcontractor with BPOC to provide consulting support in service of the library area of practice. Extended listening tour to Europe in Fall 2019 and developed an international listening survey for further engagement.

Open Access Initiative with The Cleveland Museum of Art

Consulted with The Cleveland Museum of Art (CMA) to implement its Open Access program that launched January 23, 2019 using Creative Commons Zero (CC0) [October 2018 - February 2019]. Initiated client engagement with Balboa Park Online Collaborative (BPOC). This included the release of 30,000 images of public-domain artworks from CMA's world-renowned collection and portions of collections information (metadata) for more than 61,000 artworks, both in the public domain and those works with copyright or other restrictions. These images and metadata are available for unrestricted reuse for commercial and non-commercial purposes.

Authored, designed and collaborated with internal staff and external partners to develop key content, communications and marketing plans, press campaigns, launch events and partnerships. Participated

with CMA Team in presenting CMA Open Access at the “A Grand Re-Opening of the Public Domain” celebration held at the Internet Archive on January 25, 2019.

Consulted with The Cleveland Museum of Art (CMA) to further implement its Open Access program for digital public engagement after launch in January 2019 [May 2019 - September 2019]. Extended client engagement with Balboa Park Online Collaborative (BPOC). Authored and designed key content, events, and partnerships in collaboration with internal staff and external partners. Created a Wikiproject to centralize and document engagement on Wikimedia platforms, such as Wikipedia, Wikimedia Commons and Wikidata in collaboration with the Ohio Wikimedia Users Group and Ingalls Library staff.

Worked to implement Wikimedia analytics and metrics with Wikimedians. Implemented Open Access in CMA’s ArtLens App, Gallery and Wall to make connections between Open Access images and data, and the physical visit at the museum through user-built collections, a CMA staff built a tour of the building and metrics in the app and wall. Advised and facilitated on potential partnership opportunities to develop Open Educational Resources with Creative Commons, Open Up Resources, Public Domain Review, Smarthistory and Wikimedia Education. Authored content for blog posts and website updates for Open Access on CMA’s websites. Advised on digital public engagement strategies with Open Access for CMA public programs such as CMA Mix and International Cleveland Community Day.

Head of Public Engagement

Auckland Art Gallery’s Vogue Ball Event to celebrate LGBTQ

Partnering with queer Pacific artist collective FAFSWAG, Auckland Pride Festival and Activate Auckland Council, the gallery’s mission was to host a vogue ball event with a live audience and panel of judges. The event was held in coordination with the launch of a companion interactive website on February 7, 2018.

Auckland Art Gallery’s Visible Voices Pacific Collections Development Project

Managed and oversaw the continuation of the project initiated with the Learning and Outreach team and external advisors. The project sought to engage, study and provide professional museological and community recommendations about the relevance of gallery Pacific-related collections to Pasifika peoples in New Zealand and Oceania. The research project and report inventoried the collections, identified strengths and weaknesses of the collection, offered recommendations for a collection development plan, generated a detailed research report and presentations to funders and supporters of the Creative

New Zealand and Foundation North in July 2018.

Auckland Art Gallery's University Partnership Program

Fostered professional relationships that developed an Auckland University of Technology (AUT) Partnership program including events, lectures, professional mentoring, workshops and research projects in collaboration with the AUT faculty and gallery staff with Advancement and Sponsorship in August 2018. A key event was the inaugural AUT Awards that celebrated diversity.

Auckland Art Gallery's Tāmaki Herenga Waka Festival

Oversaw the Learning and Outreach team whose members facilitated a public printmaking workshop for several hundred children and families with artist Charlotte Graham at the Tāmaki Herenga Waka Festival, January 27-29, 2018.

Project Manager

The Metropolitan Museum of Art's #MetOpenAccess Initiative

Developed this open access endeavor over a year in which I managed internal and external, cross-departmental project teams, and transitioned over 375,000 images of public domain artworks into data science and over 420,000 objects to the public for non-commercial and commercial use. This project officially launched on February 7, 2017, transformed copyright access to the MET Museum's Collection with the Creative Commons Zero designation.

Led the effort in working collaboratively with project partners to deliver this project to the public. Partners include: Creative Commons, Ithaka, The Digital Public Library of America, Wikimedia Foundation, Wikimedia communities and Pinterest.

Executed hands-on marketing initiatives with media outreach, event marketing, digital marketing and collateral development. My successful efforts garnered broad media attention resulting in press coverage from The New York Times, Huffington Post, Quartz, Mashable, TechCrunch, Smithsonian Magazine, Hyperallergic and hundreds of other outlets.

The transformative result is that the institution is now capable of legally sharing the images of their work free for the public's use and academic endeavors.

Project Manager

The Metropolitan Museum of Art's Daydream Virtual Reality Platform

Drove the content contribution and press with our partner, Google Arts and Culture, to launch the Daydream virtual reality platform. The platform used a mobile phone, Daydream VR viewer and controller, for users to enter into a virtual art gallery and see masterpieces from over 50 world-renowned museums, including works from The Metropolitan

Museum of Art. Viewers are able zoom in to see details and listen to accompanying audio that guides the viewing experience of the work with targeted hotspots. This platform launched November 2016.

Project Manager

The Metropolitan Museum of Art's Bruegel/Unseen Masterpieces

Managed development and delivery of The Metropolitan Museum of Art's content for the major international collaboration with the Google Cultural Institute, Bruegel/Unseen Masterpieces. The project launched

Board Roles

Capital Experience Lab "CapXLab"

Washington, DC

Member Board of Directors, 4 year term

April 2019 - Present

Capital Experience Lab "CapXLab" is a new approach to experience-based learning. It builds knowledge and spark creativity by immersing students in DC's museums, cultural spaces, and research institutions.

- Advise and support the Board of Directors and staff in the application process for a charter from the DC Public Charter School Board in early 2020.
- Advised and supported the Board of Directors in the hiring of the Executive Director as a member of the hiring committee.

Miami University

Oxford, Ohio

Board Member, College of Creative Arts, 3 year term

July 2017 - July 2020

- Provide advocacy for the arts and students' professional experience needs for Miami University programming
- Provide expertise for Miami teachers and serve as a career mentor to help Miami students stay current relative to the curriculum and student experiences, and give insights into how Miami might help students make the transition into life after college.
- Help build a network of alumni and develop a capital campaign for a new and revised arts campus at Miami in the next few years to revitalize aging facilities.

Marketing Skills

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| Facebook | Meetup | TweetDeck |
| Flickr | Reddit | Twitter |
| HootSuite | Slack | Tumblr |
| Imgur | Snapchat | Vimeo |
| Instagram | Storify | Wikimedia |
| Lanyrd | Swarm | WordPress |
| LinkedIn | Tag Sleuth | YouTube |

Software

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|----------------------|------------------|-------------------|
| Adobe Suite | Google for Work | Quickbooks |
| ARTstor | Irfanview | SharePoint |
| Asana | JIRA | The Museum System |
| Box | JSTOR Media Bin | TSheets |
| Concur | Microsoft Office | Ungerboeck |
| Confluence | Microsoft Teams | Vernon |
| Dropbox | NetExposure | Zotero |
| Filezilla FTP Client | Prezi | |

Education & Awards

Bachelor of Arts **2006**

Miami University, Oxford Ohio

History of Art and Architecture, Minor in Arts Management
Cum Laude and Departmental Honors

Awards

- *Parents' Council Certificate of Merit*, "in recognition for intellectual and cultural leadership," Miami University, 2006
- *Provost Award Recipient*, "for academic excellence and for contributing to the intellectual climate of Miami University," Miami University, 2005
- *Gertrude Brill Scholarship*, Department of Art, Miami University, 2003 - 2004

Select Publications

For a full bibliography, visit www.nealstimler.com

Bailey, Jason and Neal Stimler. **“Solving Art’s Data Problem - Part One, Museums.”** Artnome. April 29, 2019 <https://www.artnome.com/news/2019/4/29/solving-arts-data-problem-part-one-museums>

Stimler, Neal. **“AR in Museums.”** Virtual Reality Pop. Medium. April 16, 2019. <https://virtualrealitypop.com/ar-in-museums-890b0a48e7a5>

Stimler, Neal and Louise Rawlinson. **“Where Are The Edit and Upload Buttons? Dynamic Futures for Museum Collections Online.”** MW19: MW 2019. Published April 4, 2019. <https://mw19.mwconf.org/paper/where-are-the-edit-and-upload-buttons-dynamic-futures-for-museum-collections-online/>

Stimler, Neal. **“Digital Museum.” Interviewed by Maria Elena Colombo.** Artribune Magazine. Number 47. On Medium. January-February 2019. January 28, 2019. <https://medium.com/@mariaelenacolombo/museum-digital-matter-interview-with-neal-stimler-on-artribune-magazine-47-de0949a735c7>

Tenneson, Camille. **“Learnings from the Met Open Access: reasons why the Metropolitan Museum of Art is opening up its Collections.”** Interview with Neal Stimler. Europeana Pro Blog. August 8, 2017 <http://pro.europeana.eu/blogpost/learnings-from-the-met-open-access-reasons-why-the-metropolitan-museum-of-art-is-opening-up-its-collections>

Stimler, Neal. **“Seeing the Met through Glass.”** Digital Underground. The Metropolitan Museum of Art. October 28, 2013. <http://www.metmuseum.org/about-the-museum/museum-departments/office-of-the-director/digital-media-department/digital-underground/posts/2013/seeing-the-met-through-glass>

Stimler, Neal, et al. **“Digital Humanities and The Commons in Museums.”** Symposium. CUNY Digital Humanities Initiative. City University of New York, Graduate Center, New York, NY. November 28, 2012. <http://cunydhicommons.gc.cuny.edu/2012/11/07/wednesday-november-28-the-commons-and-digital-humanities-in-museums/>

Stimler, Neal. **“‘Ferry Me O’er’: Musing on the Future of Museum Culture.”** Curator: The Museum Journal. Volume 53. Number 3. July 2010: 373-377 <http://onlinelibrary.wiley.com/doi/10.1111/j.2151-6952.2010.00035.x/abstract>

Professional Associations

American Alliance of Museums **2009 - 2017**

Committee Participant, Report Contributor, Fellow, Member

- 2016 Media and Technology Committee Muse Awards Judge Open Category
- 2015 Center for the Future of Museums Wearable Technology Demo at Annual Meeting Expo Hall collaborator
- 2015 Media and Technology Committee Muse Awards Judge for Audio Tours and Podcasts
- 2015 National Program Committee for the Annual Meeting
- 2015 and 2014 Center for the Future of Museums Trendswatch contributor and reviewer
- 2013 Media and Technology Committee Muse Awards Judge for Applications and APIs
- 2009 Media and Technology Committee Fellow for Annual Meeting

Drinking About Museums **2012 - 2016**

Host, Event Organizer

- Gathered museum communities of New York City for professional development and social purposes on a semi-regular basis.
- Events held primarily at food and beverage establishments, but often include partnership with a museum for an educational component such as a lecture or tour.
- Hosted internationally and nationally recognized special guests in New York City from the cultural heritage and museum communities.

Museums Council New York City **2016 - 2017**

Special Projects Coordinator, Executive Committee, Member

- The Museums Council of New York City was founded in 1939 to improve professional museum practice through the exchange of knowledge and experience regarding the educational functions of museums.
- Membership is restricted to institutions that are not-for-profit, permanent establishments with a duly elected Board of Trustees, and operated in the public interest for the purpose of preserving, studying, interpreting, and exhibiting objects and specimens of educational and cultural value, including artistic, scientific, and historical materials.
- Provide strategic guidance on the intersections of cultural heritage, education, digital media and museum practice.
- Participate on the program committee and as an active member.

Independent Consulting

Strategic Planning Advisor **April 2013**

Smithsonian Center for Learning and Digital Access

- Developed strategic recommendations for the future of the Smithsonian Center for Learning and Digital Access.
- Defined the mission, vision, impact, thought leadership and values.

Fellow and Museum Consultant **2012 - 2013**

Digital Humanities Winter Institute

- Consulted with the Maryland Institute for Technology in the Humanities at the University of Maryland to improve recruitment of participants from museum and cultural heritage communities in preparation for the Institute and its future iterations.
- Created annotated directory of places, organizations, blogs and sites to focus outreach efforts with a private Zotero group.
- Completed Course in "Humanities Computing", which covered design, programming, project management, workflow and deployment of web-based applications.

Conferences

Digital Collections: New Methods and Tech. for Art History

Lausanne & Zurich, Switzerland **September 4 - 14, 2016**

As one of only two Americans selected by the board to participate, as well as selected a second time as a supported participant by the Getty Foundation Summer Institute, I gained hands-on experience with research tools and techniques for art historical research.

Topics included: Accessing, Organizing and Analyzing Digital Collections; Building Digital Collections and Digital Research Tools; Annotation and Re-Use of Collection Data; Data Mining and Researching Historic Archives; Spatial History; Visual Pattern Discovery; Digital Publishing and Scholarly Communication; and Visualizing Research History.

John Hopkins Uni. Museum Studies Digital Curation Summit

Washington, DC **October 8 - 9, 2015**

Highlighted innovative practices supported by digital curation in art museums and discussed the opportunities and challenges that these present. Contributed to a summary report on the value of digital curation in art museums.

Speaking Engagements

“Cultivating Excellence: Decisive Leadership and Building Expert Teams.” Boye and Company. Brooklyn, New York. May 8, 2019.

“Introduction to Digital Asset Management, Partnerships and The Metropolitan Museum of Art.” Museums and Digital Culture. Pratt Institute. The Metropolitan Museum of Art, New York. April 11, 2017. October 19, 2016. February 3, 2016.

“Digital Media and Audience Engagement at The Met.” Museums Council of New York City, The Museum of Modern Art. New York, New York. September 24, 2015

“Content Partnerships and #MetOpenAccess.” J. Boye Software Product Management Group. Brooklyn, New York. February 23, 2017.

“Twitter #digitalcollections2016: a meta-collection.” Digital Collections 2016, ETH Zurich, Zurich, Switzerland. September 14, 2016.

“The Met and Museum Collections on Twitter.” CLIC France, 7emes Recontres Nationales Culture and Innovations, Cité des sciences et de l’industrie, Paris, France. January 15, 2016.

“From Prints to Pixels: Looking and Living in the Age of Digital Aesthetics.” Workshop at the Palmer Museum of Art, Pennsylvania State University, University Park Campus, PA. April 7, 2015.

“Digital Aesthetics, Art, Life and Museums.” Symposium at Foster Auditorium, 102 Paterno Library, Pennsylvania State University, University Park Campus, PA. April 6, 2015.

“Enlightenment: Mindmap of a Scholarly Process and Open Access Publication Concept.” Doing Digital Art History: Reflections on the Field. College Art Association Conference, New York. February 14, 2015.

“Google Glass and The Critique of Digital Reason.” Symposium. The National Gallery of Denmark, Copenhagen, Denmark. November 7, 2014.

For a full list prior to 2015
visit www.nealstimler.com