

STIMLER ADVANTAGE

NEAL STIMLER

neal@stimleradvantage.com

(347) 334-8759

www.stimleradvantage.com

Neal's Story

- Neal provides visionary strategy informed by his unique perspective as an interdisciplinary humanities scholar, pragmatic business acumen, paired with an enthusiasm for and knowledge of leading-edge digital practices.
- Neal works collaboratively with stakeholders and teams in ways you'll find inspiring, beneficial, and refreshing. Neal's success stems from his unique ability to connect business needs, people, processes, technology, and workflows.
- With international experience at the intersection of art, business, and technology, Neal brings critical thought leadership with market-driven insights and trends.

Work Experience

Stimler Advantage New York, New York, USA

President [July 2020 - Present]

- **Provides executive management consulting services, including executive coaching, IT Services, business transformation, research and strategic planning.** Brings interdisciplinary vision to client's board rooms. Empowers today's leaders to lead.
- **Initiated client relationships** and engaged discussions about their needs, which opened up conversations that led to accepted and awarded proposals.
- **Provided executive coaching services to the CEO and Founder, chief executives, and leadership team,** including regular calls, listening sessions, presentations, and workshops.
- **Analyzed, researched, and provided IT consulting recommendations on applications, systems, and workflows across an organization,** including detailed software evaluations, data schemas and structures, business rules, rights and permissions, integrations, application programming interface resources, and migration strategies.
- **Developed strategic and tactical analysis for future-ready enterprise content management solutions (ECM)** that fulfill the acquisition, documentation, management, and publishing of present and emerging data, digital media, and physical asset management for national and international businesses and corporations.
- **Built capacity within an organization through operational and administrative efficiencies,** developed recommendations for near-term strategic fundamental operational changes for the organization while simultaneously helping to meet the immediate tactical needs serving concurrent client engagements.
- **Provided recommendations to augment and develop new staff roles** for contractual or full-time positions to enhance business development and operational capabilities.
- **Developed content marketing collateral,** including proposed content for updated services web pages, one-pagers, presentations, and blog posts for thought leadership.
- **Authored detailed internal planning and research report,** with detailed documentation encapsulating the engagement and to serve as a milestone document for the organization's business transformation.
- Clients brought to the firm:
 - History Factory, Washington, District of Columbia

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Balboa Park Online Collaborative San Diego, California remotely from New York, New York, USA

Consulting Executive Advisor [November 2020 - Present]

Senior Advisor and Business Development Specialist [July 2019 - November 2020]

Senior Advisor [November 2018 - July 2019]

- **Provided consulting services for cultural executives, boards, teams, staff, consultants, and others.**
Offered strategies to guide an organization to serve its constituents and customers better.
- **Initiated client relationships through my professional network** and engaged in discussions about their needs, which opened up conversations that led to accepted and awarded proposals.
- **Created and implemented executive strategy and communications for global initiatives**, including listening surveys, workshops, conferences, presentations, and training materials for their target markets.
- **Authored detailed research and strategy report to serve as a playbook**, specifically tailored to the organization's executive management and leadership team for the next steps in implementation to follow a strategic engagement.
- **Designed a project management process and software application template** to streamline workflows, develop a shared and single source of truth, drive collaboration, measure impact, and enhance timely production.
- **Analyzed, evaluated, and strategized innovative business operations** with future-ready and resiliency analysis of innovative digital-first practices for-profit and non-profit institutions. This impacted the institutions' approach to museum merchandising and retail; membership, loyalty and rewards; monetization of programs, digital-first outreach education initiatives; customer journey mapping; and food and beverage experiences.
- **Built capacity within an organization through operational and administrative efficiencies**, developed recommendations for future strategic change for the organization while simultaneously helping to meet the immediate tactical needs of presenting a concurrent online conference.
- **Advised on the digital strategy** through customer journey mapping, capacity building, an embedded evaluative culture, with an integrated, modular, and scalable systems infrastructure.
- **Developed strategic and tactical analysis for a future-ready collections management system (CMS) and digital asset management system (DAMS)** that fulfills the collections documentation, image access, and integration gaps in the cultural heritage field.
- **Facilitated a brainstorming workshop with executive leadership and staff to develop activities and experiences for nine STEM education** school fair events focusing on the intersection of art and science.
- Audited and augmented systems criteria checklist used by cultural institutions worldwide to benchmark their data standards and protocols for collections and digital asset management.
- **Developed content, internal & external policies, platforms, and online tools** for the Open Access initiatives that empowered new access and reuse of millions of 2D and 3D digital assets and associated data.
- **Coordinated technical knowledge, events marketing and introduced brand partnerships** to clients to extend the impact and reach of Open Access initiatives.
- **Collaboratively authored a dynamic online publication** on the future of 3D imaging and open access digitization methods, GLAM3D.org.
- Clients brought to the firm:
 - Cleveland Museum of Art, Cleveland, Ohio
 - Engelberg Center on Innovation Law and Policy at New York University School of Law, New York, New York
 - Microsoft Libraries and Museums, Redmond, Washington
 - MHz Foundation, Richmond, Virginia

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- Museum of Pop Culture, Seattle, Washington
- Newark Museum of Art, Newark, New Jersey
- Smithsonian Institution, Washington, District of Columbia
- Clients collaborated with the firm:
 - Canadian Heritage Information Network, Gatineau, Canada
 - Chromata Solutions/Terentia, Toronto, Canada
 - College Art Association, New York, New York
 - Space Center Houston, Houston, Texas

Auckland Art Gallery Toi o Tāmaki, Auckland, Aotearoa/New Zealand

Head of Public Engagement [2017 - 2018]

- **Oversaw annual planning, budget, and program delivery** as a member of the gallery's Lead Team. Created and managed the Digital Strategy Group. Developed key relationships with partners and sponsors. Provided strong project management to deliver projects, meet objectives within timelines and budgets.
- **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.

Metropolitan Museum of Art, New York City, New York, USA

Program Manager, Content Partnerships [January 2017 - September 2017]

Third-Party Partnership Producer [July 2016 - December 2016]

- **Established and managed relationships with existing and created new partnerships.** Managed all partner accounts. Responsible for end-to-end roadmap and project life-cycle.
- **Extended content's reach and impact** through developing content, policies, platforms, and tools as the project manager for The Metropolitan Museum of Art Open Access 2017 Program.
- **Lead business strategic reviews with partners** identifying areas for strategic growth, trend forecasting.
- Guided the organization's use of critical technologies.
- Partner relationships managed:
 - Creative Commons
 - Digital Public Library of America
 - Ithaka-Artstor
 - Google Arts and Culture
 - Pinterest
 - Wikimedia Foundation
 - Wikimedia New York City

Digital Asset Specialist, Collection Information Services [2014 - 2016]

Associate Digital Asset Specialist [2012 - 2014]

Associate Coordinator [March 2012 - July 2012]

- **Developed data and digital asset content development policy and strategy** for museum collections, open access, time-based media, and wearable technology.
- **Designed digital asset workflows, wrote 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.
- **Performed critical analysis for trends forecasting** with executive summaries and industry reports.

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Associate Coordinator Images, Image Library [2007 - 2012]

- **Managed access, distribution, and licensing** of art collection and archival analog and digital assets for internal and external constituents.
- **Provided technical support and training** for users of digital asset management systems, image ordering tools, and file transfer software.
- **Coordinated large scale asset deliveries** for exhibitions, publications, and third-party distributors.
- **Collaborated in working groups** on information technology and time-based media.

Other Consulting and Professional Forums

- Committee Participant, Report Contributor, Fellow, Member, American Alliance of Museums [February 2009 - present]
- Special Projects Coordinator, Executive Committee, Member, Museums Council New York City [June 2016 - September 2017]
- Social Media Curator, Presenter, Member, Museum Computer Network [September 2010 - March 2020]
- Social Media Curator, Peer Reviewer, Presenter, Museums and The Web [September 2012 - April 2019]
- Host, Organizer, Drinking About Museums New York City [June 2012 - April 2016]
- Participant, Digital Collections: New Methods and Technologies for Art History, Getty Foundation Summer Institute, Lausanne and Zürich, Switzerland [September 4 - September 14, 2016]
- Participant, Panel of Experts, Horizon Report Museum Edition [October 2014 - April 2015; January 2016 - April 2016]
- Participant, John Hopkins University Museum Studies, Digital Curation Summit, [October 8 - 9, 2015]
- Participant, Beautiful Data, Getty Foundation Summer Institute, metaLAB, Harvard University [June 16 - June 27, 2014]
- Strategic Planning Advisor, Smithsonian Institution, Smithsonian Center for Learning and Digital Access [April 16 - April 30, 2013]
- Fellow and Museum Consultant, Digital Humanities Winter Institute, Maryland Institute for Technology in the Humanities, University of Maryland [July 26, 2012 - January 11, 2013]

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Volunteer Service

Board of Directors, Capital Experience Lab, Washington, D.C. [2019 - 2020]

Advisory Board Member, Miami University, College of Creative Arts, Oxford, Ohio. [2017 - 2020]

Languages

English (USA) (native)

German (written & spoken)

Technical Skills

Adobe Creative Suite

Asana

Box

Click-Up

Concur

Confluence

Dropbox

Filezilla FTP Client

Google Workplace

Irfanview

JIRA

Media Bin

Microsoft 365

Microsoft Teams

Miro

NetExposure

Prezi

SlideShare

SharePoint

The Museum System

Ungerboeck

Zotero

Certifications and Credentials

Digital Humanities Winter Institute

Maryland Institute for Technology in the Humanities at the University of Maryland

- *Humanities Programming*, Completed January 11, 2013

Microsoft

- *Want to build an inclusive classroom? Learning Tools is your superpower (Instructor-led training)*; Kimberly Engel; Completed February 11, 2020
- *Certified Microsoft Innovative Educator*; Completed February 17, 2020
- *21st Century Learning Design*; Completed July 14, 2020
- *Creating a digitally inclusive learning community*; Completed July 14, 2020
- *Digital Citizenship Badge*; Completed July 14, 2020
- *Building Global Citizens Badge*; Completed July 14, 2020
- *Manage team collaboration with Microsoft Teams Learning Path Trophy*; Completed July 17, 2020
- *Microsoft 365 Fundamentals Learning Path Trophy*; Completed July 18, 2020

Education

Bachelors of Arts Miami University, Oxford, Ohio

Cum Laude and Departmental Honors; Major, The History of Art and Architecture; Minor, Arts Management [2006]

Awards

Parents' Council Certificate of Merit, "in recognition of 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]