

HEIDI QUICKSILVER



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INTRODUCTION

I am a transformational technology leader with over 17 years' experience in cultural institutions. I am known for maximizing productivity and efficiency through the implementation of new technologies, refining existing systems and business practices. I am an accomplished influencer across all divisions and levels both technical and non-technical, specializing in strategy development, change management, needs assessment, vendor relationships and negotiation, systems implementation and user experience. I am energized by learning about systems, how we interact within and around them, and developing processes that create space for companies and teams to grow and succeed. I pride myself in leading innovative projects to deliver seamless and spectacular experiences, and developing effective workflows to add value to any digital ecosystem.

EXPERIENCE

March 2020 – present

DIRECTOR OF DIGITAL ENGAGEMENT PEREZ ART MUSEUM MIAMI

- Lead digital product development for all websites and applications to ensure that they are strategically and technically aligned, sustainable, of high quality, and facilitate engagement.
- Lead the training, development, and integration of core systems to create a strong foundation on which to build interactive media products and applications. (CRM, ticketing, collections management, Google analytics, etc.)
- Drafting and executing a vision for data management, analysis, and business intelligence guiding the organization toward data-forward thinking.
- Oversight of the development and integration of multiple web platforms into a cohesive, responsive, immersive design and globally branded platforms.
- Creating interactive online digital learning tools and translate the museum's education curricula into accessible, interactive, learning experiences onsite and online.
- Strengthening PAMM's digital presence through effective management of a portfolio of high quality, public-facing products, including the PAMM website.
- Supervise Data Analyst and Creative Technology Developer

September 2018 – January 15, 2020

SENIOR DIRECTOR OF DIGITAL SYSTEMS AND STRATEGY ROCK & ROLL HALL OF FAME

Oversee all enterprise digital media and related use, storage, preservation, organization, and access. I have created an institution-wide strategy to streamline all digital assets, archives, and collections management and have worked with each division to determine roles and responsibilities as they relate to digital media strategy and priorities. I am also responsible for the technical strategy and delivery of DAMS and collections management software solutions while providing technical expertise for building the hosting and storage infrastructure with a special focus on emerging technology (AI and ML), museum wide system integrations, video production/live streaming, and strategic business partnerships.

- Authored DAMS Program charter for full institutional guidance on systems and strategy
- Executed new tech infrastructure and cloud based digital storage design to support digital media and systems
- Executed cloud storage data/media migration
- Spearheaded data recovery from legacy LTO tape archive

EDUCATION

B.A., Art History

University of Minnesota – Twin Cities

- Minor in Chemistry and Studio Arts Photography

RECENT PROJECTS

- New tech infrastructure with AWS cloud and on-prem hybrid storage
- Integrated collections / library / archive data management system implementation
- MAM / DAM vendor engagement, project plan, cost negotiation, and contract legal review
- MAM / DAM system implementation with multiple system integrations
- AI / ML implementation for automated metadata creation of digital archive using StT, OCR, facial and object recognition
- Video production workflow optimization and streamlining
- LTO Tape data recovery and migration of 450TB digital media to secure cloud storage in AWS

- Collections management system implementation including data migration from a legacy system
- Oversee DAM/MAM system implementation with a special focus on video production workflows and structure for a future publicly accessible digital archive
- Developed machine learning processes and A.I for automated metadata creation for 350TB of legacy media assets

Nov 2016 – Oct 2018

**INTERIM VICE PRESIDENT OF TECHNOLOGY
ROCK & ROLL HALL OF FAME**

- Led new Technology division encompassing IT, Interactive Media, and Digital Media teams during a time of major transformation and unprecedented growth with double digit attendance growth three years in a row.
- Was the lead for all digital experiences, software development, and technology infrastructure including cloud storage, ticketing/CRM, website, enterprise content management, applications, in-museum digital interactives and signage, with a special focus on emerging technology and strategic business partnerships.
- Performed museum wide technology needs assessment and drafted technology strategy to support Rock Hall 2.0 strategic plan including re-branding, new website, storage infrastructure, modernizing staff hardware and software, creation of interactive media team and media production team
- Oversight and management for implementation of ticketing system, CRM, business intelligence platform, content marketing platform, collections/archive/library management system, on-line education platform, document management system, ADP, help desk, digital signage and wayfinding, Office 365, and more.
- Planning and execution of cloud-based storage infrastructure and complete data migration including search and analysis using machine learning and AI for image and video recognition and meta-data creation
- Strategic partnerships created with AWS, Dell, Microsoft, Tedia, Axiell, Dexibit, GrayMeta

Sep 2015 – Nov 2016

**DIRECTOR OF DIGITAL MEDIA
ROCK & ROLL HALL OF FAME**

- Project Lead for new museum website with three-month timeline, launched 24 hours early of deadline
- Developed and executed a digital media strategy forming the backbone for digitization and content delivery onsite and online bringing digital assets to the forefront of our visitor experience
- Assisted leadership team in charting institutional technology strategy by forecasting and advising on best practice for software implementation and adoption leveraging emerging technologies and providing metrics to support further investment in tech and staffing
 - Perform needs assessment and vendor research for new enterprise DAMS and cloud storage solution in AWS including cloud architecture for redundancy and preservation

Oct 2013 – Sept 2015

**DIGITAL ASSETS MANAGER
THE JEWISH MUSEUM, MANHATTAN**

- Project Manager for the development and implementation of an inaugural enterprise DAMS
- Key team member for website redesign leading online collection initiative
- Defined and led data mapping and integration between the collections management system, DAMS and new website including a new online collections and events module
- Created institution specific metadata and taxonomy to increase digital discovery
- Defined business rules and workflows to optimize use and adoption of systems
- Supervised Rights and Permissions Coordinator regarding digital rights management and copyright for all museum department, publication, and exhibitions
- Support ongoing user interface optimization/enhancements for systems and website according to best practices and user feedback

- Integrated ticketing/CRM system implementation
- Digital signage and in gallery interactives development and implementation
- Business Intelligence (B.I.) system implementation
- Content Marketing System implementation

KEY SKILLS

- Systems assessments and emerging technology solutions
- Digital strategy development, planning, and budget
- MAM / DAM infrastructure and workflow optimization
- Specifically designed solutions to complex business issues
- Contract and cost negotiation
- Application/software implementation for visitor facing digital ecosystems
- Analytical reasoning and data driven decision making
- Creating and nurturing strategic partnerships
- Workflow assessment, development, and streamlining; cutting through entrenched processes
- Vendor relationship management
- Leadership and team building
- Digital communications including website and social media
- Museum collection and archive digitization

June 2010 – August 2013

DIGITAL ARCHIVE MANAGER

LACMA – LOS ANGELES COUNTY MUSEUM OF ART

- Launched new LACMA Online Image Library containing 90K+ collections records, 20K+ public domain objects with high resolution images available free for download. The first major museum to allow free access to high resolution digital media on their website.
- Project Manager for the development and implementation of an inaugural DAMS

April 2001 – June 2010

DIGITAL IMAGING TECHNICIAN

MINNEAPOLIS INSTITUTE OF ARTS

- Acted as Visual Resources Project Manager including organization and oversight of large imaging projects
- Produced, distributed, organized and preserved high quality digital assets of the permanent collection, events, exhibitions, donors etc.
- Team member for implementation of inaugural DAMS