



# STORAGE VISIONS® 2011

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**Igor Vezmar, Vice President, Product Management, Ascent Media Group, Ascent Media Group**  
**TITLE**

**Storing and Managing Assets – Keeping up with trends and technology**

### **ABSTRACT**

As technology changes and service demands expand, best practices for digital asset management are under constant review and keep increasing in importance. Managing and storing content for today's new media landscape is a fast-paced business where efficiency is key.

There is a critical need for companies to organize diverse assets, images, video, audio and text and executing this challenge is an ongoing battle for many organizations. How does one implement new technologies to help manage and store content effectively and consistently?

As asset management is becoming more vital for organizations- including digital archiving, distribution, library management, metadata management and file-based media services - the proper DAM system would improve access to assets and provide an opportunity to increase workflow productivity, eliminate storage costs and find new ways to generate revenue.

Igor Vezmar can discuss the challenges and issues to store, manage, repurpose and deliver content and how to implement industry-standard metrics in a way that is manageable for all parties involved.

### **BIOGRAPHY**

In his role as senior vice president of Product Management for Ascent Media Group, Igor Vezmar oversees development and deployment of Ascent Media's end-to-end digital media supply chain solutions, including its digital asset management services and innovative tools for repurposing and distributing content.

Previously, Vezmar served as the head of Product Management overseeing product management and service deployments for Broadband Sports, which was at the time a leading Internet provider of original content and commerce to sports communities. He also was a consulting manager and technical lead for Trilogy Software, a sales automation and supply chain enterprise software company, where he provided technical consulting and solution management for top-tier computer industry companies, including Hewlett-Packard and Sun Microsystems.

Vezmar graduated from the Georgia Institute of Technology with a PhD in Physics, and holds master's degrees in Physics and Electrical Engineering.