



Mary Yurkovic, Manager Digital Asset Management Conference, Creatasphere

BIOGRAPHY

Mary Yurkovic is a recognized Digital Asset Management (DAM) advocate and community builder. Her experience in defining, assessing, implementing and managing DAM solutions, for enterprise companies, sets her apart. Ms. Yurkovic has hands on experience in identifying requirements and aligning relevant solutions and technologies to address digital media workflow challenges. Her collaborative approach and balanced focus on business needs, workflow process and DAM technologies, enables her to blueprint comprehensive solutions addressing all aspects of a DAM deployment. She happily and easily navigates discussions with business leaders, media professionals and IT experts. Ms. Yurkovic has proven success in analyzing client media workflow requirements and recommending relevant DAM solutions.