

2017 Creative STORAGESM CONFERENCE

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Erika Nortemann, Vice President, TANDEM stills + motion

BIOGRAPHY

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Erika Nortemann is a veteran photo and digital asset archivist with over a decade of high-level archive management experience. She began her career at National Geographic where she helped manage their 10+ million images on slides, negatives, prints and digital files while simultaneously developing a passion and rhythm for organizational standards and practices.

Realizing the potential to broaden her organizational skills, Erika took on the massive undertaking of organizing the archives of The Nature Conservancy, the world's largest conservation organization. She created their first standards and practices for initial set up and strategy for long term implementation. She also oversaw the management and growth of the archive during her decade long career there successfully implementing two digital asset management systems and growing the archive from 7,000 images in 2005 to over 70,000 in 2015. In 2012 she migrated the entire archive from their current platform to Tandem Vault.

As an early adopter of Tandem Vault, Erika was uniquely positioned to provide guidance and consultation to the company as an end-user. Her experience managing the largest archives in the world also led her to provide consultation to other leading companies such as AirBnB.com and Square.

Recognizing her unique perspective and skill-set, Erika was invited to join Team Tandem in 2015 as the Executive Director of Vault where she oversaw the on-boarding of prospective clients, the establishment of best practices and standards for new enterprise clients, sales strategy and longterm product development. In 2016, she was promoted to Vice President of the company.

When she isn't focused on order and efficiency of digital libraries, she's embarking on outdoor adventures and creating some much needed chaos in a world of structure with her dog, Zora.