

SHYAM CHRISTOPHER OBEROI

CHIEF TECHNOLOGY AND DIGITAL MEDIA EXECUTIVE

- ▶ **Transformational Business Executive** – Strategic thought-leader with exceptional breadth of skills to deliver results across corporate, governmental and non-profit IT & digital ecosystems. Trusted business partner with innate ability to define strategic vision, identify opportunities for improvement, and serve as an influential member of executive leadership teams. Effective change agent with proven success creating transformational operating models, driving organizational and staff redesigns/restructurings and adoption.
- ▶ **Strategic Technology Executive** with broad perspective to design and drive implementation of key emerging digital initiatives. Skilled at aligning tactical roadmaps with organizational strategy and gaining adoption for solutions that drive organizational success. Intuitive professional who understands how digital can be leveraged to empower staff and engage visitors. Uniquely adept at leading cross-functional teams, with broad responsibilities spanning back-of-house technology operations and public-facing digital engagement.
- ▶ **Highly-Regarded Operational Leader** – Passionate about leading by example, identifying and growing teams, fostering a culture rooted in collaboration, empowerment, respect, loyalty, compassion and open communication, and ensuring accountability and adherence to organizational objectives, with full transparency and clarity. Exceptional leadership, communication and presentation skills, with experience in recruiting and managing teams, collaborating with executive leadership, and partnering with trustees, corporations, local and national government, foundations and other philanthropies.

EXECUTIVE EXPERIENCE

ROYAL ONTARIO MUSEUM

2018 – present

Chief Digital Officer

Located in Toronto Ontario, the Royal Ontario Museum (ROM) is Canada's largest and most comprehensive museum, with a transdisciplinary collection of more than 13M objects and specimens spanning art, culture and nature. ROM's Digital department is responsible for photography, multimedia, collections information, rights and reproductions, gallery interactives, web and mobile experiences, application and web development, support for enterprise business systems and all core IT infrastructure (network, cloud, wifi, telephony, cybersecurity etc). This dept comprises around 30 FTEs (mix of union and non-union) with an annual operating budget of close to \$5M.

Key Accomplishments

- Created ROM's first Digital department; responsible for developing, iterating and implementing ROM's Digital Strategy, centered around the three goals of ensuring digital readiness, empowering access, experiences and engagement, and employing evaluation and iteration.
- Major digital initiatives: "ROM at Home," a virtual / online experience begun during the pandemic; systematic collections digitization via Canada's Museum Assistance Program; in-gallery multimedia & digital interactives for both permanent collection galleries as well as ROM-produced special exhibitions; "virtual" exhibitions via Google Art & Culture and Matterport; mobile-app / multimedia tours via Culture Connect; partnering with Marketing to develop and deploy ROM's new visual identity; applying design thinking and visitor-centered design to all public-facing experiences.
- Major IT initiatives: complete rebuild of network backbone, with new wireless network and cloud telephony; new consolidated ticketing & membership platform, both online and onsite; new Retail / POS (Shopify); new enterprise (cloud) business systems for HR (Dayforce), Finance (Sage), and Development (NXT); transition from fully on-prem to hybrid cloud (AWS & Azure), with managed code repositories; enrolled ROM's first cyber insurance policy as well as other cybersecurity enhancements such as MDM / MFA, and professionalization of O365 stack (Teams, OneDrive, Sharepoint etc)

- Others: Member of the Steering Team for ROM's new Gallery Master Planning, as well as OpenROM, a proposed \$100M capital construction project; core member of Ontario's Digital & Data Task Force, as well as Canada's National Heritage Digitization Strategy. Partnerships / philanthropic support include: Google; Bloomberg; Tata Consulting Services (TCS); Hatch; Digital Access to Heritage, federally funded Museum Assistance Program (MAP); capital project funding via Ontario's Ministry of Heritage, Sport, Tourism and Culture Industries.

DALLAS MUSEUM OF ART

2014 – 2018

Director of Technology and Digital Media

The Dallas Museum of Art (DMA) is the largest cultural arts organization in North Texas, and the anchor tenant of the Dallas Arts District. The combined Technology & Digital Media dept had 16 FTEs, and an annual operating budget of \$2M, in addition to a 5-year \$9M grant from the O'Donnell Foundation to support collections digitization and visitor access. In addition to all IT, application development, and collection-based media creation, this team was also responsible for events and marketing media production, as well as data visualization, forecasting models, revenue and engagement analytics and evaluations.

Key Accomplishments

- Digitized the museum's entire collection (more than 60% of which had never been photographed before), and published the museum's first comprehensive online collection that included not just images and collections information but also extended scholarly content, multimedia and structured information using the Getty vocabularies.
- Run budget and donor reporting for the \$9M O'Donnell Digitization project and the \$500K IMLS Friends Leadership Grant; secured a \$1.5M software grant from Microsoft Philanthropies.
- Established digital and technology partnerships, including Google Art initiatives for indoor maps, 3D modeling and gigapixel capture, and Pariveda for the museum's first mobile app, for both IOS and Android.
- Implemented the museum's first digital asset management system, and replaced both the online ticketing and membership platforms; rolled-out a consolidated helpdesk, a project task-tracking system, organizational intranet, and the museum's first comprehensive network & server monitoring.
- Conducted the general replacement of most of the museum's back-office infrastructure, including network switches, wifi, firewall / VPN, server virtualization, comprehensive backups, and unified AWS cloud infrastructure; renegotiated contracts for shared multifunction printing and internet (ISP) with significant cost savings.

METROPOLITAN MUSEUM OF ART

2006 – 2014

General Manager, Collections Information Services (2012-2014)

The Metropolitan Museum of Art (MMA) is the largest museum in the Americas with an estimated annual attendance of more than 7 million visitors (pre-pandemic). Its collection comprises more than 2 million objects spanning 17 curatorial departments.

Key Accomplishments

- Oversaw collection information services, digital asset management, and all image/audio/video archiving, cataloguing, licensing, and web and digital distribution activities related to the Met's collection.
- Managed staff, timelines, budgets and team responsibilities, including evaluating and selecting vendors, negotiating contracts, prioritizing deliverables, streamlining workflows and reporting status to executive staff.
- Represented the museum to a world-wide audience through public speaking and presentations.

Senior Technology Manager / Website (2009-2012)

- Member of the core team responsible for all phases (user testing, stakeholder interviews, wireframing, vendor management, content integration, and technical design and implementation) of the Museum's website relaunch. Included in this was the Met's first online collection, as well as the precursor to the Met's Open Access policy.
- Extended institutional web presence via sitemaps, analytics and search engine optimization (SEO).

Manager, Met Images / Director's Office (2006-2008)

- Managed the full project life cycle for the DAM, an enterprise-level project with a budget of \$3M that was delivered on time, under budget and exceeding the contractual requirements and scope.

PREVIOUS EXPERIENCE

GABRIEL & CO (New York) 2005 – 2006

Information Technology Officer

THOR TECHNOLOGIES (New York) 1995 – 2005

Principal Software Engineer / Database Administrator

TASK FORCE & COMMITTEES

National Heritage Digitization Strategy (Canada) ♦ Ontario's Digital & Data Strategy ♦ HMG Strategy, CIO Executive Leadership ♦ AAM Media & Technology Leadership ♦ Museum Computer Network: Program Committee ♦ American Art Collaborative

IMLS Reviewer ♦ AAM MAP Peer Assessment ♦ NEA Museum Panel Reviewer ♦ VRA Workshop

EDUCATION & PUBLICATIONS

BA Computer Science, Manhattan College

New York, NY

MA English, New York University

New York, NY

"Getting Your Data to Your Users: A Nerdy Deep Dive into APIs, ETLs, and Aggregated Databases." MW21: MW 2021. Published April 20, 2021

"Digital collection content creation at the DMA." MW2016: Museums and the Web 2016. Published January 31, 2016.

"New architectures for online collections and digitization." MW2015: Museums and the Web 2015. Published January 31, 2015

"Doing the DAM: Digital Asset Management at the Metropolitan Museum of Art." ASIS&T (American Society for Information Science and Technology), Bulletin, April/May 2008