

Ryan |. Sciandra

PLATFORM PRODUCT LEADER | DAM & CREATIVE TECH



Leader w/ 15+ yrs. experience architecting and scaling enterprise DAM systems and GenAI-enabled content operations — transforming creative dev. workflows through Adobe ecosystem solutions, automated content assembly, and governance frameworks.

EDUCATION

2013
MA, Graphic Comms & Technology
NYU

WORK EXPERIENCE

Exec. Director, Platform Product Mgmt. - Global Creative Tech Estée Lauder Companies

JUL 2022 - FEB 2026 / Full-time, hybrid

- Lead platform product strategy and product operations for global creative and marketing operations, scaling systems that support multi-brand, multi-region production and distribution workflows.
- Own portfolio-level governance, operating models, and platform maturity, ensuring systems scale reliably from launch through enterprise-wide adoption.
- Act as senior player-coach, balancing strategic leadership with hands-on product decision-making, roadmap prioritization, and cross-functional execution.
- Partner with executive stakeholders, Engineering, IT, and external Product vendors to align platform investments to business outcomes and operational efficiency.

SKILLS

Product Operations
Product Management
Product Ownership
Digital Asset Management
Creative Content Production
User Adoption & Enablement

SOCIAL

[linkedin.com/in/ryansciandra/](https://www.linkedin.com/in/ryansciandra/)

Director, Platform Product Owner - Digital Asset Mgmt. [DAM] Estée Lauder Companies

NOV 2017 - JUL 2022 / Full-time, Onsite

- Product Manager / Owner for the enterprise DAM platform, defining vision, roadmap, and success metrics across a global portfolio of 20+ brands, regions, and functions.
- Led the 0→1 global rollout of an enterprise-grade DAM system, scaling to millions of assets and thousands of users around the world.
- Owned end-to-end solution design and platform architecture, including metadata models, taxonomy, permissions, workflows, and integrations.
- Drove change management, enablement, and adoption, developing global training programs, documentation, and support models to transition teams from launch to business-as-usual.
- Directed custom development and continuous enhancement of a global management and distribution portals for final approved creative marketing assets, enabling secure, self-service access at scale.
- Prioritized and delivered platform enhancements using user feedback, operational insights, and performance data to improve productivity and efficiency over time.
- Established SOPs, governance, and operational frameworks to ensure reliability, consistency, and long-term platform scalability.
- Partnered cross-functionally with numerous internal functions, technical implementation partners, and external SaaS vendors to translate complex workflows into scalable product capabilities.

WORK EXPERIENCE CONTINUED

Product Owner, Internal Tools & Digital Asset Platform / Clinique

JUN 2013 - NOV 2017 / Full-time, Onsite

- Owned product operations strategy for production tools and DAM platform supporting global creative operations.
- Translated creative production workflow requirements into product roadmaps, feature definitions, and operational processes.
- Collaborated with Global IT to optimize infrastructure, performance, and reliability.
- Served as a bridge between users and technology teams, turning feedback into platform/workflow improvements that increased efficiencies and usability.

Assistant Manager, Digital Asset Management (Platform Ops)

Clinique

JUN 2010 - JUN 2013 / Full-time, Onsite

- Operated and scaled an internal DAM platform supporting digital photographic, design, and motion assets.
- Led usability-driven improvements to a custom asset request and distribution system, improving operational efficiency.
- Acted as product evangelist, delivering training and global enablement to drive consistent platform usage.

Data Asset Administrator, Digital Assets Management / Clinique

AUG 2007 - JUN 2010 / Full-time, Onsite

- Designed the information architecture and metadata framework for an internal digital asset platform that enabled seamless management and distribution of digital content from network drives.
- Managed asset ingestion, metadata governance, and lifecycle processes across agencies, vendors, and internal teams.

Associate Archivist (Digital Asset Management) / Art + Commerce

FEB 2006 - AUG 2007 / Full-time, Onsite

- Supported the digitization and operationalization of physical photography archives, enabling online search, access, and licensing through backend/internal systems that fed externally facing stock portal.
- Applied and maintained metadata standards to enable efficient discovery, retrieval, and reuse of assets by internal agency team members and clients/purchasers of stock content.

Assistant Coordinator / Photography Assistant / The Lindner Studio

AUG 2005 - FEB 2006 / Full-time, Onsite

- Supported photography production and early digital asset organization, contributing to archive structure and client content readiness.