



## LAC Group and Bynder partner on DAM webinar

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**LOS ANGELES, CA, December 20, 2017** – On January 16, 2018, at 12 p.m. ET, Phil Spiegel, Senior Director, Content Management Operations at LAC Group, will join DAM Consultant, Emily Kolvitz, at Bynder in “[The path to DAM success](#)” webinar, targeted at the growing number of people tasked with digital asset management. Their cohesive approach to digital asset management incorporates tools, processes and best practices and will provide insight on how to implement and manage DAM systems while avoiding poor metadata practices or lack of input from user groups.

Webinar participants will be able to identify:

- Key differences between DAM as product and DAM as practice
- How to evaluate a DAM vendor beyond just features
- Common barriers to DAM adoption
- What successful DAM implementations look like

To register for this webinar, [click here](#).

### **About Bynder**

Bynder is the fastest way to professionally manage digital files. Its award-winning digital asset management (DAM) platform offers marketers a smart way to find and share creative files such as graphics, videos and documents. More than 250,000 brand managers, marketers and creatives from 450+ organizations like PUMA, innocent drinks and KLM Royal Dutch Airlines, use Bynder to organize company files; edit and approve projects in real time; auto-format and resize files; and make the right content available to others at the click of a button.

Founded in 2013 by CEO Chris Hall, Bynder is headquartered in Amsterdam with offices in Boston, London, Barcelona, Rotterdam and Dubai. For more information, visit <https://www.bynder.com/en/> or follow Bynder on Twitter @Bynder.

### **About LAC Group**

LAC Group is a market-leading, outsourced provider of library, information, and knowledge management services to blue-chip customers including corporations, government agencies, law firms, financial institutions, and universities. Founded in 1986 and based in Los Angeles, CA, LAC is a leader in the outsourced business services market and has a strong track record of delivering high-quality, cost-effective services that help organizations manage and curate physical and digital information, data, and content. For more information, please visit [lac-group.com](http://lac-group.com).

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