

Luke Herr

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Work History

FlyWheel - Senior Solutions Architect -

May 2021 - November 2024

- Strategy Development - Planned and executed a Salsify system for Energizer including 200,000 products
- Channel Building and Syndication - Developed and maintained official channels for Amazon, Walmart, Target, and others within Salsify and Syndigo
- DAM and SAP Integration - Set up connections between Salsify and other systems including Syndigo, 1 World Sync, over 20 retailer portals and more
- Resource Development - Wrote documentation covering topics including Salsify to Syndigo deployment, common use formulas, and maintaining Energizer's IDM system.
- Client Management - managed client relationships for 7 simultaneous clients including client and internal meetings, cross functional planning, and long term project management for Energizer, Red Bull, Church & Dwight, and more
- Content Deployment - Planned PIM-based content strategies for distribution of data and content across specific retailers as well as syndication networks like 1WS, Syndigo Grocery Panel and Salsify Open Catalog

Abbott Nutrition (WhiteSpace) - Associate Program Manager -

July 2017 - December 2020

- Responsive Content Development - Developed 10 retailer specific name formulas for products across 8 Abbott brands
- Content Management - Maintained content and image quality scores across 6 retailers at 90% compliance for 2 years
- Internal Auditing - Audited internal Amazon feeds and helped to resolve over \$1 million dollars in monthly Amazon feeds
- Training - Trained 6 new hires to teach them the basics of Salsify

Scotts-Miracle-Gro - Digital Content Specialist -

February 2015 - June 2017

- Channel Development - Created initial channel connections within Salsify and retailer CMSs
- Catalog Management - Managed external and internal product catalogs using Salsify and additional PIM systems
- Asset Management - Maintained video and image libraries for integration into Salsify
- Safety Data - Worked with Materials teams to develop feeds for SDS information for whole catalogue

Education:

Art Institute of Pittsburgh, Bachelor of Science - Web Design and Interactive Media

2008-2011

Affiliations, Activities, & Awards:

- Q4 Ascential Employee Nominee, received 2 FlyWheel Internal Culture Awards
- Former Leader of Internal OneSpace/Flywheel Value Group
- Volunteer with Cartoon Crossroads Columbus Web Design Team