

The Business of Being an Artist

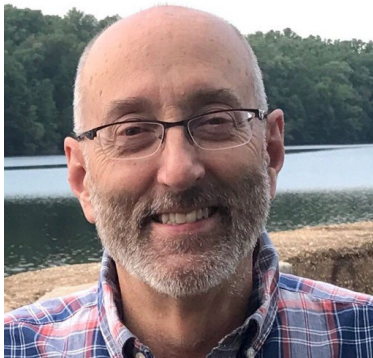
Virtual Workshop Series

Presented by



Digital Marketing Strategies and Artistic Branding for Artists

Speaker Bios



Robert Vernon is the founder and president of Digital Arts Imaging, Digital Arts Web, and Printers Marketing Toolkit. With a passion for connecting companies to their markets, Robert has dedicated his career to driving growth through proven marketing strategies since 1993. Launching Digital World in the early '90s, he helped businesses smoothly transition to the digital era. His ventures expanded over the years, with Digital World Media joining in 1995 to offer top-notch website and graphic design services. In 1998, the web-to-print technology, I-Que, was born from a collaboration with Dan Mulligan, leading Digital World to expand to 35 team members and three locations. After a significant merger creating C2 Media in 1999, Robert, serving as Senior VP and CTO, helped increase the company's revenue from \$48 million to \$120 million, expanding to 17 locations in North America. 2001 saw the inception of Digital Arts, and by 2016, Robert and his team launched Market Que, a unique digital marketing platform. His high-profile clients range from Eli Lilly and Netflix to Princeton University and Victoria's Secret, showcasing his diverse and impactful portfolio. Along the way he started working with artists such as Guy Cohleach, Stanley Meltzoff, Young Zhou, and Maureen Chatfield. Recognized with awards from the Business Marketing Association and Sales Professionals International, Robert also dedicates his time to nonprofits like Dare 2 Share and Hope of the World. He enjoys gardening, mystery novels, and playing drums and bass in his downtime.



Sean Layne is the founder of and Senior Consultant for Focus 5, Inc., and author of the book *Acting Right: Building a Cooperative, Collaborative, Creative Classroom Community Through Drama*. He holds a BFA degree in Acting and studied acting in London, England. Sean has worked in the field of arts integration for 35 years. He leads residencies for students K-8, presents workshops for teachers, and has designed training seminars for teaching artists nationwide for the John F. Kennedy Center for the Performing Arts. He is a National Teaching Artist for the Kennedy Center as well as an arts coach for their Changing Education Through the Arts program. For over a decade, Sean acted, directed, and designed sets for the Interact Story Theatre,

a professional theater company that has served more than 4,000 schools, museums, libraries, and festivals around the world. He began working with the Wolf Trap Institute Early Learning Through the Arts program in 1989. As a Master Artist, he represented Wolf Trap across the country and internationally, and he designed and piloted new residency and workshop models.



Erik James Montgomery is a fine art photographer, educator, and activist who focuses his lens on our time's pressing cultural and social justice issues. Erik's imagery is based on inspirational themes orchestrated through dynamic tableaux. Erik's photography gives a visual voice to every one of his subjects thereby becoming a photographic storyteller and an important documentarian of this era. Originally self-taught, Erik attended Columbia University and then the Academy of Art University for Fine Art Photography. Erik has showcased his photography at various museums, galleries, and universities over the past 25 years. In 2011, Erik founded The Erik James Montgomery Foundation. The EJM Foundation is a non-profit organization dedicated to instructing youth and college students in the artistic development of professional photography. His students

learn the fundamentals of the art form and are introduced to entrepreneurship. The Foundation also creates public works of art for underserved neighborhoods to transform blight into beauty. Erik states, "Photography is a powerful form of communication because it transcends all language barriers. Through my art, I can speak to anyone in the world, about their world, to change the world."



Barkha Patel is a kathak dancer, choreographer, educator, and the Artistic Director of Barkha Dance Company based in NYC. Barkha has performed solo and ensemble works at dance festivals in India and the U.S. Her work has had the opportunity to present at venues such as Dance Theatre Harlem, Jacob's Pillow Inside/Out, Joyce Theatre, Little Island Dance Festival, and 92NY among others. Barkha was a Dance/USA Institute for Leadership mentee and fellow with Forge NYC consulting. She was named a 2022-2023 fellow with the National Arts Club and currently is in residency with Movement Research in NYC and was a Jerome Hill Artist Finalist 2023 (Jerome Foundation). Barkha was recently awarded the 2023 Juried Bessie Award.