

CURRICULUM VITAE

Shannon Fagan

Photography Evaluation Services

Self-Employed Professional Services Experience 2000-Present

Trade Industry Board of Directors & Presidency

Shannon Fagan is a recognized photographic industry expert with respect to production standards, creative mapping and aesthetic trends, marketing, assignment procurement, pricing and sales, and licensing models for both analog and digital works in the image licensing industry. He is experienced in the management of licensing rights in matters relating to unauthorized use and infringement. He has participated with legal firms Higbee & Associates and KodakOne / VAAAM, ImageProtect, ImageRights, and Getty Images' legal counsel with cases concerning the value of individual images. He has been published in photography industry reports, including contributions to The Stock Artists Alliance, Selling Stock, and Photo District News regarding licensing trends and adaptations to business models. He holds an Honors B.F.A. in Photography and Art History from The University of Memphis and an Executive Master's of Business Administration from The University of Maryland.

Trade Industry Organizations & Consulting:

- Advertising Photographers of America / American Photographic Artists (APA) : Chapter Board Membership / New York
- American Society of Media Photographers (ASMP) : Image Licensing Committee Chairperson / Philadelphia & New York
- Stock Artists Alliance (SAA) : President / New York
- Professional Photographers of America (PPA) / Alliance of Visual Artists (AVA) : Image Licensing Sub-Committee President / Atlanta & New York
- American Chamber of Commerce : Image Licensing White Paper / Beijing
- Gerson Lehrman Group Councils (GLG) / New York & Beijing
- BWG Strategy Consulting / New York
- Picture House International / New York
- Coordination of European Picture Agencies Stock, Press, and Heritage (CEPIC)
- Digital Media Licensing Association (DMLA) Picture Archive Council of America (PACA) Los Angeles & New York
- Getty Images Legal Counsel : Confidential Contributor Contract Reviews / New York

Production & Licensing Services

Qualified experience in planning, creation, and distribution of valuation of long-term revenue potential (NPV-net present value and break-even) from licensing photographic images. Collection evaluation with respect to future licensing value of existing photographs for commercial lifestyle purposes.

Representative Clients:

Getty Images, Corbis, Photonica, Veer, Image Source, Blend Images, Tetra Images, et al.
iStockphoto, Shutterstock, Adobe Stock, Dreamstime, 123RF, Pixta Japan, et al.
ByteDance China
Jim Olive Collection & Stockyard.com, Houston, TX
Jon Feingersh Collection, Rockville, Maryland
Sean Justice Collection, New York, NY & Austin, TX
David Buffington Collection, Portland, OR
Klaus Tiedge Collection, Cape Town, South Africa
Tanya Constantine Collection, San Francisco, CA
Roberto Westbrook Collection, Norfolk, VA

Employment History

2015-current	<u>Beijing Golden Orient International Education</u> . Beijing Consultant in Client Services, Foreign marketing and business techniques.
2010-current	<u>FangXiaNuo & XiXinXing Consulting</u> . Beijing Vancouver Owner, Director of Business Development overseeing investment in, production of, and licensing arrangements for Chinese and North American commercial stock imagery content. Development and management of distribution contracts and sales analysis.
2000-2009	<u>Shannon Fagan Productions</u> . New York Vancouver Dallas Memphis Shanghai Owner, Lead Producer, Creative Director. Built business from startup, including digital workflow, contracts, recruitment and hiring of staff.
1998	<u>Magnum Photos</u> . New York Archives, administration, and photographer liaison.
1997	<u>Metropolitan Museum of Art</u> . New York Archives, curatorial support.

Lectures & Presentations

2025	"Copyright – A Guide to Tracking Misuse". Presentation. American Photography Archives Group (APAG). New York, NY.
2024	Portfolio Reviewer, Mentor, & Consultant to Photographers. Review Santa Fe. Center Santa Fe Photo Symposium. Santa Fe, New Mexico.
2024	"Creativity and Commercial Content (in the Age of AI)" Panelist, Speaker. Digital Media Licensing Association (DMLA). International Digital Media Licensing Conference. New York
2024	"Generative AI and Copyright" Presentation. Artists Link. Memphis.
2019	"Career Paths in the New Photo Economy" Presentation. Photography & Art Department. Hartford Art School. University of Hartford.
2016	"Business Opportunities and Cultural Experiences in China" Speaker. Chinese Studies Department. Rhodes College. Memphis.
2015	"AISA Leadership Conference" Keynote Speaker. British School of Beijing.
2014-2015	"Career Day" Speaker. International School of Beijing. Western Academy of Beijing.
2014	"Building a Small Business in China" Speaker. Belmont University International MBA Program. Beijing.
2014	"Project Based Learning in Photography Production" Project Coordinator, Educator, & Speaker. International School of Beijing
2013	"Exit Strategy : Working (Again) in China" Speaker. TEDx BiMBA. Peking University
2013	"Small Business Strategies" Speaker. Bar Camp. Tsinghua University Technology Park
2012	Guest Speaker. Beijing Film Academy. Beijing Institute of Fashion Technology.
2011	"Adapting to Licensing Changes" and "Business Pitch Roundtable" Educator & Moderator. ASMP. Strictly Business Seminars. Los Angeles, Philadelphia, Chicago.
2011	"Opportunities in Asia". Panel Moderator. CEPIC. Istanbul, Turkey.
2011	"Image Collection Strategies" Speaker. Quanjing Media Ltd. Annual Meeting. Beijing
2010	"American Photography Practices" Speaker. Canon Center. Beijing.
2010	"Stock Strategies" & "Stock Recipes" Speaker. Imaging USA. Professional Photographers of America. Nashville.
2010	Cultural Liaison & Curatorial Representative. Lishui Photography Festival. Lishui, China.
2010	"The Future". New Media Conference. Panelist. CEPIC. Dublin, Ireland.
2009	"American Photography" Speaker. Beijing Center for Photography.
2009	"Licensing Models" Picture House International. New York.
2009	UGCS (User Generated Content). Photo Licensing Representative Attendee. San Jose.
2005-2008	"Stock Strategies" & "Studio Overhead" Panel Moderator & Presenter. Photo Plus Expo / Emerald Expositions. New York.
2002-2015	Guest Speaker. School of Visual Arts, Parsons School of Design, Fashion Institute of Technology, International Center for Photography, New York University. New York.
2004	"Apple Store Presents" Photography Speaker. Apple Store. New York.
2003	"PDN's 30" Panelist. Rochester Institute of Technology
2003	"Career Paths: Award Winners Alumni Reunion" Presenter. Santa Fe Photo Review. Santa Fe

Publications and Posts

- 2024 With the Arrival of Artificial Intelligence, Stock Photo Creators Forces to Adapt. Pixels. [Le Monde](#). 2024
- 2024 Expert AI Threatens to Upend Stock-Photo Business. Technology. [The Wall Street Journal](#). May 2024
- 2018 Expert Photographers Share Their Multiple Exposure Secrets. Feature Shoot Column. [Shutterstock Blog](#). May 2018
- 2018 7 Photographers Share Their Secrets to Working with Models for Free. Feature Shoot Column. [Shutterstock Blog](#). February 2018
- 2015 Then and Now, in Photos: How the Lives of 9 Beijingers Have – and Haven't – Changed. China Real Time. [Wall Street Journal](#). September 2015
- 2014 The State of Stock Photography Today. [Shutterbug](#). May 2014
- 2014 Microstock: Passion and Profession. [Photo Presse](#). February 2014
- 2013 Stock Photography in China. [Blend Images Blog](#). January 2013
- 2013 Working in China. [APhotoEditor Blog](#). September 2013
- 2013 The Low-Down on Legal Language. [Dreamstime Blog](#). August 2013
- 2013 Quality Image: Photo Producer. [Agenda / True Run Media](#). October 2013
- 2013 Photography Issue. Column. [TimeOut Beijing](#). October 2013
- 2013 Laowai Not : Stock Photography in China. [China Daily](#). January 2013
- 2013 Go East, Young Man. [Visual Connections Blog](#). January 2013
- 2011 Opportunities in China. [Selling-Stock Newsletter](#). July 2011
- 2011 Spotlight on Creators. [Getty Images Blog](#). July 2011
- 2011 The China Conundrum : Weighing the Rewards and Challenges of a New Market for Assignment Work. [Photo District News / Nielsen Media](#). July 2011
- 2011 Stock Photography Today : A Reality Check is In Order. [Shutterbug](#). April 2011
- 2010 Future of Stock Photography. [Selling-Stock Newsletter](#). July 2010
- 2010 American Photographer Educates China's Emerging Photographers. Founder. [The Week / Beijing](#). February 2010
- 2009 UGCX Conference Review. [Selling-Stock Newsletter](#). February 2009
- 2007 New Threat to Stock Photo Sales. Click Technology Programme. [BBC](#). November 2007
- 2002 Young Talent. [Picture](#). May 2002
- 2002 PDN's 30 : Emerging Photographers to Watch. [Photo District News](#). February 2002
- 2001 Doormen. [The New York Times](#). December 2001.
- 2001 Speck : A Curious Collection of Uncommon Things. [Princeton Architectural Press](#). New York January 2001
- 1999 Spotlight. [B&W Magazine](#). Winter 1999

Photography Industry Licensing Research & Consulting Support

- 2014-current BWG Strategy. Consulting support for Adobe software services, stock photography
- 2023-current Jennifer Stoots, Certified photography and art appraiser, art market consultant
- 2005-2019 Jim Pickerell. Photography industry consultant and journalist, [Selling-stock.com](#)
- 2010-2015 Ellen Boughn. Photography licensing industry consultant & expert witness
- 2012 Gerson Lehrman Group Councils (GLG) consulting
- 2011 Lu Chen / Daphne Fu. CEO / International Business Relations, [Quanjing.com](#)
- 2011 Gerd Mittman. VP International Business Development, [Shutterstock.com](#)
- 2009 Lee Torrens. Microstock industry analyst and consultant, [Microstockdiaries.com](#)

Education & Professional Courses

- 2015 Executive Master's Degree in Business Administration (EMBA). University of Maryland. Robert H. Smith School of Business & University of Business & Economics (UIBE). Beijing & College Park, MD
- 2014 Mandarin Language Intensive. The Hutong School. Beijing
- 2014 Certificate. Effectiveness Training. Gordon Institute. Beijing
- 2010 Entrepreneurial Ventures Studies. The Founders Institute Accelerator Program / Pillsbury

2010 Winthrop, Shaw, Pittman Law Firm. New York
 Training Courses. Sandler Sales Training. New York
 1999 Honors B.F.A. Photography & Art History. French Minor. University of Memphis.
 Summa Cum Laude

Professional Affiliations:

- The Copyright Society
- APAG-American Photography Archives Group
- ASMP-American Society of Media Photographers
- ASPP-American Society of Picture Professionals
- APA-American Photographic Artists
- PACA/DMLA-Digital Media Licensing Association
- CEPIC. International Conference Coordination of European Picture Agencies Stock, Press and Heritage. Attendance and presentation at the Annual International Conferences.
- American Chamber of Commerce
- Memphis Academy of Civic Engagement

Industry Support:

- The Copyright Society. Annual Meeting Volunteer. 2025
- American Society of Media Photographers (ASMP)
- Stock Imagery Licensing Committee. Chairperson. 2009-2012
- American Society of Media Photographers (ASMP)
- ASMP Strictly Business Seminar Series. Program Educator & Speaker. 2011
- Philadelphia, Chicago, Los Angeles
- Coordinated selection of Conference Topics and Speakers.
- Young Photographers Alliance (YPA). Consulting Board Member. 2008-2009
- Coordinated selection of speakers and analysis to industry changes.
- Stock Artists Alliance. President. 2008-2009
- Oversaw \$100k grant from Library of Congress for touring series on image licensing.
- Getty Images. Consultant to Artist Relations & Legal Department. New York. 2002-2006
- Confidential Contributor Contract Reviews & Distribution Planning
- American Photographic Artists. Board Member & Development. 2002-2004
- Coordinated outreach educational events and membership campaigns.

Awards and Honors

- 1st Place Award, Photography Competition. Smith Business School, University of Maryland. 2015
- 1st Place Award, Annual Competition. The Photo Review. 2008
- Annual Competition. American Photography. 2003-2007
- 2nd Place Award, PDN/Nikon Self Promotion Awards. Photo District News. 2004
- Merit, PDN's Pix Digital Imaging Competition. Photo District News. 2004
- Honorable Mention, Golden Light Awards. Maine Photographic Workshops. 2004
- Regional Design Annual. Print. 2004
- Finalist. Cannes. 2003
- Shortlist. Clio Awards. 2003
- Gold Addy. NY Addy Awards. 2003
- Photography Annual. Communication Arts. 2002, 2003
- Photography Annual. Photo District News. 2001, 2003
- PDN's 30. Photo District News. 2002
- Honorable Mention, Annual Competition. Photo Metro. 2001
- NEA Creative Grant. Houston Center for Photography. 2001
- Honorable Mention, Photography Fellowship. Houston Center for Photography. 2001
- Honorable Mention, Photography Fellowship. Silver Eye Center for Photography. 2001
- Excellence Award, Current Works. Society for Contemporary Photography. 2000
- 1st Prize, Annual Competition. Photographer's Forum Magazine. 1999
- Finalist, Annual Competition. The Photo Review. 1999
- 3rd Place Award, Project Competition. Santa Fe Photo Contest. 1999