

QUALIFICATIONS

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 began his career in the photography industry in the late 1990s with work experiences at The Metropolitan Museum of Art (Curatorial Photographs Department / Walker Evans Archive), Magnum Photos (archive & licensing / annual meeting), and Fairchild Publications (production and fashion editorial).

He has an Honors Bachelor of Fine Arts (BFA) in Photography and Art History, with a Minor in French, from The University of Memphis (1999), where he graduated Summa Cum Laude. During his time as an undergraduate student, he held leadership roles with the Photography and Art Departments to work as a president of student organizations and member of funding committees to coordinate guest artist seminars from artists such as Bruce Davidson, Duane Michals, Emmet Gowin, Sylvia Plachy, and Keith Carter. He holds an Executive Master's Degree in Business Administration (EMBA) from The University of Maryland (2015), alongside Mandarin intensive studies, in conjunction with their international partnership program with The University of International Business and Economics (UIBE) in Beijing. As a cohort leader for the executives in attendance, he expanded the program's marketing efforts in Mainland China in conjunction with the program Dean and staff, communicating with and seeking collaboration from the Chicago Booth School of Business at Tsinghua University and Beijing International MBA Program at Peking University, where he delivered a talk on his experiences for TEDx.

Shannon's extensive work with commercial and fine art photography in New York City from 2000-2010 provided him with direct collaboration with photographers whose work overlapped between these two genres. These included conceptualists Hugh Kretschmer, Hans Neleman, and Ellen Carey; documentarians Jonathan Torgovnik, Carolina Salguero, and Helen Marcus, and portraitists Michael O'Neill, Sandi Fellman, and Henry Leutwyler. He joined the Advertising Photographers of America New York Chapter (APA/NY) as their youngest board member in the early 2000s to assist with programming geared to emerging photographers. At the same time, his role in volunteering and mentoring saw exchanges with the American Society of Media Photographers (ASMP) with whom he single-handedly developed a stock photography committee for the protection of photographers' interests during sweeping licensing changes after the 2008 economic recession. The Stock Artists Alliance (SAA) elected Shannon as their culminating President in 2009 to merge the organization with the Professional Photographers of America (PPA) in Atlanta.

Shannon has worked as both a producer and photographer. First, in the capacity of rapidly evolving competitive assignment projects for organizations such as McCann Erickson, Bozell Lowe Advertising, and the New York Times, for end-use clientele such as Verizon, General Electric, BMW, and The United Way. Second, on speculation for enterprising projects of creative stock imagery created for Getty Images / iStockphoto, Image Source, Blend Images, Shutterstock, Alamy, and others. He has won merit-based awards for these projects, including the Communication Arts Photography and Advertising Annuals, Cannes finalist, a NY Addy, PDN's 30: Emerging Photographers to Watch, and inclusion in American Photography's annuals. His work has allowed for significant travel throughout North America, with specializations for the tri-state area of New York, Vancouver / British Columbia, Hawaii, and extensively in Mainland China and Hong Kong SAR.

He is experienced in the management of licensing rights in matters relating to unauthorized use and infringement, serving as a consultant, expert witness, and appraiser with USPAP compliancy. He has participated with legal firms Macmillan Sobanski & Todd, Leake Andersson, Leichtman Law, Evans Petree, Higbee & Associates, KodakOne/VAAAM, ImageProtect, ImageRights, and Getty Images' legal counsel with cases concerning the value of individual images. He has privately consulted Getty Images on major contract changes and co-developed best practices for presentations given at The Photo Plus Expo series in New York, CEPIC, Digital Media Licensing Association (DMLA), and ASMP's Strictly Business initiatives, and the American Photography Archives Group (APAG), and attended The Copyright Society's and AIPAD's annual events. He has been published in photography industry reports, including contributions to the BBC, The Wall Street Journal, Le Monde, The Stock Artists Alliance, Selling Stock, Shutterstock blog, Dreamstime blog, and Photo District News regarding licensing trends and adaptations to business models.

CURRICULUM VITAE

Shannon Fagan

Photography Evaluation Services

Self-Employed Professional Services Experience 2000-Present

Trade Industry Board of Directors & Presidency

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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, Fair Market 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:

Macmillan Sobanski & Todd, Chicago, IL

Leake Andersson, New Orleans, LA

Evans Petree, Memphis, TN

Getty Images, Corbis, Photonica, Veer, Image Source, Blend Images, Tetra Images, et al.

iStockphoto, Shutterstock, Adobe Stock, Dreamstime, 123RF, Pixta Japan, et al.

ByteDance, Beijing, China

Danita Delimont Collection, Seattle, WA
 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

Employment History

- 2022-current Shannon Fagan : Photography Copyright & Stock Photo Specialist.
Expert witness, licensing consultation, archive support, estate copyright valuation.
- 2015-current Beijing Golden Orient International Education. Beijing
Consultant in Client Services, Foreign marketing and business techniques.
- 2010-current FangXiaNuo & XiXinXing Consulting. 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 Shannon Fagan Productions. 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 Magnum Photos. New York
Archives, administration, and photographer liaison.
- 1997 Metropolitan Museum of Art. 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 Expert Witness, Licensing Research, & Consulting Support

2025 Macmillan Sobanski & Todd. Intellectual property law firm
 2025 Leake Andersson. Intellectual property law firm

2025	Evans Petree. Corporate law firm
2025	Danita Delimont. Stock photography agency
2025	Jim Olive. Commercial photographer and stock photo agency owner
2023-current	Jennifer Stoots. Certified photography and art appraiser, art market consultant
2014-current	BWG Strategy. Consulting support for Adobe software services, stock photography
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

2025	USPAP 15 Hour Course for Personal Property, International Society of Appraisers (ISA)
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 Winthrop, Shaw, Pittman Law Firm. New York
2010	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
- 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

- The Photo Review International Photography Competition Exhibit, The Print Center. 2027
- Anniversary Award Winners, The Photo Review. 20/20 Photo Festival, Philadelphia. 2026
- Annual Meeting Photography Competition, The Copyright Society. 2025
- 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