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FOR IMMEDIATE RELEASE

WINTER PARK-FL. (Jan. 5, 2018) – PhotoDay®, a product from Snapshots, is pleased to announce that Edward Monahan will be serving as an industry advisor to the business. Ed brings a vast amount of industry knowledge and experience and is a recognized expert in consumer behavior and insights, market dynamics and trends, and strategies to enable professional labs and photographers to serve the evolving consumer digital lifestyles and digital ecosystems. With 35 years at Kodak and Kodak Alaris, Ed has long advocated for solutions that allow the professional market to better serve the needs of consumers and to leverage technology to provide a better total experience. Ed has been a leading proponent of mobile and online plays, e-commerce, digital media, and has championed the shift to focus on millennial attitudes and purchase propensity.

“Innovation is critical to the successful future of the portrait industry and the PhotoDay platform brings much needed disruption to the volume market” says Ed. He adds, “PhotoDay is the necessary solution for the volume market today as it serves consumers, photographers and labs in new and exciting ways, enabling efficiency and a greater experience for the consumer”. Ed has spoken at industry events and conferences for the last decade and evangelized of a solution such as PhotoDay in leveraging technology to meet the needs of today’s digitally savvy consumer – a consumer always connected, driven by social media, influenced by Amazon, Google and Apple, and continually consumed and engaged by their mobile devices.

“We are super excited to have Ed in an advisory capacity and thrilled to have his tremendous knowledge of the market, of consumers, and of emerging needs and opportunities” says founder, Jonathan Dantes.

In his advisory role, Ed will identify customer needs, shifting consumer attitudes and behaviors, market sizing and strategic planning, and work to align PhotoDay with the real opportunities available in the school and sports market, and eventually the larger portrait market.

About PhotoDay

PhotoDay is a forward-thinking platform that simplifies the image management process for photographers, enhances the image searching and purchasing capabilities for consumers, and streamlines the direct to print gateway for photo labs. PhotoDay is headquartered in Winter Park, FL. For more information, visit www.photoday.io

About Ed Monahan

Ed is a results oriented executive with 30-plus years of experience spanning manufacturing and operations, product commercialization, market analysis and strategic planning. He has a proven track record of anticipating market changes and pioneering strategies to succeed in dynamic markets. His passion is simplifying complex trends into actionable insights for better leadership and effective decision making.

Media Contact

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