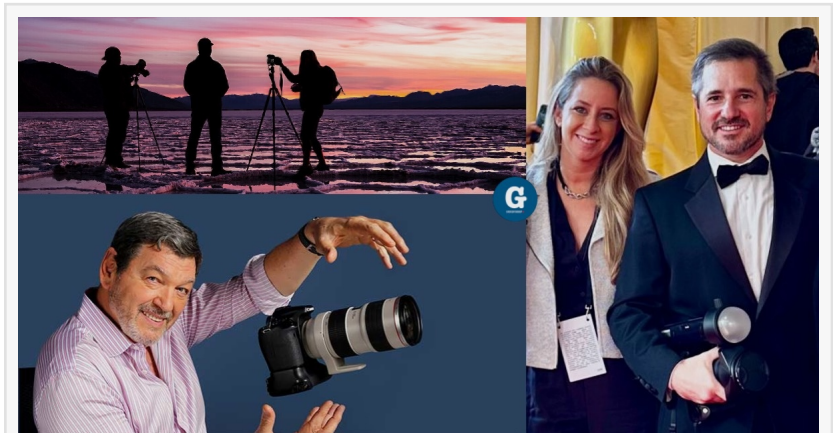


Grosby Group Launches Grosby Enterprise: A New Era in Visual Content Solutions

Grosby Group introduces Grosby Enterprise Division, offering DAM, Picture Desk, licensing & global photography solutions.

LOS ANGELES, CA, UNITED STATES, February 12, 2025 /EINPresswire.com/ -- Grosby Group, one of the most recognized visual content agencies worldwide, officially announces the launch of its new division: [Grosby Enterprise Division](#), designed to provide comprehensive image solutions and visual content management for brands, advertising agencies, corporations, and media outlets globally.



Pablo Grosby, Founder of Grosby Group; María Bossi, Vice President; and Rafa Lanus, Chief Business Development Officer at Grosby Group.

Meeting the Growing Demand for Specialized Visual Solutions



After 27 years leading the editorial space, Grosby Group starts a new chapter with Grosby Enterprise, delivering innovation, scalability, and tailored strategic solutions."

Pablo Grosby, Founder of Grosby Group

This new division was established to address the increasing need for specialized visual content solutions, placing a strong emphasis on:

- Digital Asset Management (DAM) – Efficiently organizing, securing, and distributing digital assets.
- Picture Desk Services – Expert cataloging, metadata tagging, and streamlined workflow solutions.
- Commercial Image Licensing & Curation – Custom image sourcing and selection for advertising and branding.
- Global Photography Assignments – High-quality, exclusive photography production worldwide.

These services have become essential for brands, agencies, and media companies seeking efficient content organization, seamless workflow integration, and exclusive high-quality imagery. By offering state-of-the-art DAM solutions, expert image curation, streamlined licensing,

and premium photography production, Grosby Enterprise Division ensures that businesses can effectively manage, distribute, and elevate their visual storytelling in a fast-evolving digital landscape.

Expanding Beyond Editorial: A New Vision for the Future

With over 27 years of experience in the editorial and commercial content industry, Grosby Group has been a key player in providing iconic images, particularly in celebrity photography and editorial content. Now, with the launch of Grosby Enterprise Division, the company expands its reach to become a strategic partner in the creation, curation, and management of visual content for businesses seeking to stand out in a highly competitive digital environment.

"After 27 years of leadership in the editorial space, it was time to start a new chapter at Grosby Group. We are excited to introduce Grosby Enterprise Division, offering innovation, scalability, and tailored strategic solutions. The future starts today!"

— [Pablo Grosby, Founder of Grosby Group](#)

"In today's fast-paced media landscape, businesses require high-quality visual content delivered with immediacy and precision. Grosby

Enterprise Division emerges as a strategic hub, integrating technology and expertise to serve the evolving needs of our partners. This initiative allows us to collaborate with leading global agencies and content providers, ensuring premium B2B solutions that enhance the final consumer experience."

— Rafa Lanus, Chief Business Development Officer, Grosby Group



From worldwide photography assignments and commercial image licensing to advanced DAM solutions and expert Picture Desk services, Grosby Enterprise Division empowers brands with high-quality visual content, efficient workflows, and scalable digital asset



Alonso Garcia Puentes, Director of Enterprise Sales & Licensing at Grosby Enterprise Division

Strategic Leadership for Global Expansion

At the helm of this new division is Alonso García Puentes, a recognized industry leader with an extensive background in visual content management and international business development. Alonso will spearhead the expansion of Grosby Enterprise Division, strengthening strategic alliances with brands and agencies looking for high-impact, customized visual solutions.

"Leading this new division of one of the most respected visual content agencies is both an honor and a great responsibility. I look forward to shaping innovative solutions that empower brands with premium visual storytelling and cutting-edge technology."

— [Alonso García Puentes, Director of Grosby Enterprise Division](#)

Comprehensive Solutions for the Future of Visual Content

Grosby Enterprise Division will offer a portfolio of services designed to enhance brand value through premium-quality visual content:

- Digital Asset Management (DAM) – Advanced solutions for efficient digital asset organization, security, and distribution.
- Picture Desk Services – Expert cataloging, metadata tagging, and image management for high-volume content operations.
- Commercial Image Licensing & Curation – Custom image sourcing and selection for advertising campaigns, branding, and high-level marketing initiatives.
- Global Photography Assignments – Editorial and commercial photography assignments worldwide, tailored to the specific needs of each client.

A Commitment to Innovation and Excellence

With this expansion, Grosby Group reinforces its commitment to leading the evolution of visual content globally, providing brands and businesses with innovative tools to create compelling stories that resonate authentically with their audiences.

For more information about Grosby Enterprise Division services, contact:

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