

Peter Bennett

Lifelong Photographer, Passionate Photo Organizer



He's a lifelong photographer, a global citizen and a workflow whiz. He ran a digital photo agency for years, so he knows all about the photo organizing challenges facing families. Born into a family of photographers (his grandfather was a photographer on the Coney Island boardwalk), he is intimately familiar with the importance of family photos. Organizing his own family photo collection was a project that sparked his interest in becoming a professional photo organizer.

"I was teaching pro photographers workflow and image management. One day I had an epiphany: the people who really need help are families!"

Meet Peter Bennett

His experience working as a professional photographer and educator directly influenced his work as a photo organizer. With decades of experience managing digital images and imaging software, Peter has the training and confidence to be a problem-solver and diagnostician for his clients. He even believes being a problem-solver is the most important quality for a being photo organizer – along with being an attentive listener!

Why photo organizing?

Peter puts it best...

"We are living in a constant state of digital acquisition and accumulation, and nowhere is that more evident than with our photos. Over one trillion photos were taken last year alone! How many did you take last year?



Over one trillion photos were taken last year alone! How many did you take last year? How many photos will you have in five years? Ten?

How many photos will you have in five years? Ten years? Twenty years?

Digital and mobile photography have changed the way we capture our daily lives. The barrier to entry is low; everyone can document their lives in pictures. The explosion of picture-taking has made managing photos a daunting task. Peter recognized a widespread need and wanted to help families feel more confident about their photo collections, with the peace of mind that only comes with foolproof backups.



How did he build his business?

In addition to using his website and his teaching opportunities as marketing tools, one of the way Peter identifies ideal clients is by reaching out to fellow photographers. Peter offers his colleagues a referral fee for families they send his way.



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What do his clients ask most?

- How do I organize my photos?
- How do I protect my photos?
- How in the world do I even find my photos?

The irony is, although Peter managed a professional photo library for years and ran an agency representing over 30 photographers, he realized that his own collection of family photos was a mess. And that mess catalyzed a new business – Foto Flow Solutions.

“I had simply let things go for so long and I didn’t want to deal with it. Whenever I stumbled across an old photo, it was like looking at little snippets of my life: events, trips or celebrations, but there was no cohesion to these little jaunts. And I knew that if it was happening to me, it was happening to others. I wanted to help people understand that they need to be the editors of their own life story.”

Visual kindling

What Peter learned during his personal photo organizing project was remarkable. Organizing family photos is the start of a beautiful process; the insight and perspective gained are priceless. Organizing photos is a time machine, taking us through our own family stories and bring them back to life for future generations to enjoy.

“As I scanned in old prints, representing over 100 years of my family history, I organized them as I would a client’s photo library, chronologically by year. What unfolded was a visual timeline of my life and my ancestors’ lives. Those snippets of my life were now connected. They acted as visual kindling for my memories.”