

To whom it may concern,

Shaun O'Donoghue never fails to inspire me: as a colleague and friend. I have had the pleasure of working closely with Shaun in the Park Avenue offices of Digitas since their inception in 1996. During that time he has been recognized repeatedly by senior management for his creative, problem-solving abilities; called to greater challenges, he has risen to the responsibilities of a demanding profession.

I am in admiration of the energy he brings to pursuits, and his enthusiasm is contagious. There is a deftness to the way he manoeuvres about a problem, tracking multiple symptoms and potential solutions like a game, that belies the vast analytical talents demanded. And the confidence with which Shaun trusts his assessments of any given situation lends an ease to his rapport both with superiors and those he is responsible for.

Insightful, compassionate, deliberate, and thorough. Shaun's sense of purpose and adventure in cultivating the talents of his peers is unique. Always taking the initiative to improve, he is regularly found seeking critical, collaborative feedback from colleagues. Shaun tirelessly brings all his skills and talents to bare so that others may benefit from a streamlined workplace.

I cannot recommend Shaun highly enough for the goals to which he sets himself. His sense of duty and loyalty is impeccable.

Sincerely,



Nicholas E Papadakis