

DIGITAS

Shaun O'Donoghue
2005 Letter of Recommendation:

Submitted by: Ann Thorpe/VP Director of Graphic Services at Digitas/Boston

Shaun O'Donoghue and I started working together over ten years ago here in Boston. He was brought into Digitas as a technology expert for the creative department. Shaun helped us implement new programs and work-flow procedures throughout the entire department, which increased our efficiency ten-fold.

An opportunity arose for Shaun when we opened our office in New York City. Shaun and I went down together to assist in opening the office. Shaun took care of all the technical implementation of computers, software and hardware for creative. With his assistance it was an extremely smooth opening. Upon my return to Boston Shaun took over the management of the studio in New York and continued to introduce more efficiencies.

Shaun customized a program call Job Manager to be used in New York because American Express operates on a "rate card" system with it's agencies. Job Manager tracks jobs by task, time and is also used for various other functions around "rate card" billing, etc. This program was then pushed out to all Digitas agencies.

Shaun is a magician when it comes to solving problems with a technology solution. Any organization would be fortunate to have Shaun on their team. He can increase productivity if a company is willing to invest in his ideas. Digitas did and because of Shaun we are way ahead of any agency in the country.

Feel free to call me with any questions concerning Shaun.

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