

SHAUN THOMAS O'DONOGHUE

February 2008

PORTFOLIO & SAMPLES AT:

www.shaunod.us/email

To Whom it May Concern:

Are you looking for a talented, resourceful, dedicated, self-motivated **Director of Creative Services /Creative Operations, MARCOM** or **Delivery Management** with the ability to motivate others?

I served as VP/Director, Creative; Director of Graphic Services & Creative Technologies at **DIGITAS llc**. For over nine years my focus was on the creative development and workflow process, building real-life solutions using process and creative technologies. I had worldwide oversight of both online and offline creative service functions. I am skilled at maintaining a passionate workforce — in both strategic and tactical environments — creating compelling results-driven, measured advertising and loyalty programs. **I have solid experience across all agency capabilities and can wear multiple hats!**

Since leaving **DIGITAS** in 2003, I have consulted in a senior-level capacity at various organizations, including the product and packaging ad agency for **Office Depot, Lindt & Sprüngli (USA), Sapient Corporation** and **Rapp Collins Worldwide**. In addition to crafting integrated marketing campaigns, my work also included: optimizing agency operational and creative workflow; project management with critical paths dependencies often with numerous stakeholders (often with misaligned priorities or relationship sensitivities); implementing a XINET digital asset management; re-engineering the creative workflow process; building an innovative "creative agency" career growth development process philosophy to motivate and reward the workforce; crafting an integrated DTC, B2B, and POP/visual merchandising campaign; driving a multi-tiered, best-of-breed, photoshoot using internationally acclaimed director/photographer Peter Langone (www.peterlangone.com); spearheading the launch of a national magazine and website re-launch using dynamic, database publishing solutions; and implementing a measured-based advertising methodology for a client focusing on inbound call tracking, data capturing/data-mining and "subscriber" behavior analytics to build customized campaign centric, vehicle-identifying ROI reports.

I have a unique skill set combining marketing, creative, business process and technology. This unique blend of **"arts"** and **"science"** skills allows me insight into new approaches, emerging technologies and effective solutions to create advertising that works!!!

Here is what the EVP/Executive Creative Director, Steve Olderman, at **DIGITAS**, has to say:

- Shaun has been a **key player** in our ability to decrease turnaround times and deliver quality work while dealing with less resources at reduced costs. . .
- He is famously available just about 24/7 to anyone who needs him.
- Shaun is a **superb leader**. His staff idolizes him and the words '**passion**' and '**commitment**' seem to show up quite often when his name comes up.
- Shaun is **master of his capability**. More than that, he is a **visionary leader** when it comes to bringing **innovative, cost-saving systems and technology** to bear on **DIGITAS** processes. Shaun is all about solutions and delivering the highest possible quality.
- Shaun is constantly looking for ways to save the company money or recover money that is rightfully ours yet hasn't been collected.

I excel at new business development, public relations, and marketing communications. I have also managed business process outsourcing resources both on and offshore. I have a working knowledge of CRM systems, database marketing services and mail list segmentation; search & search optimization (organic and paid): analytics, ad serving, media buying and market/trend research.

I am currently seeking senior level (VP/Director-level) opportunities. If you have an opportunity for which you feel I might be a valuable contributor then please let me know. I can be reached at 917/ 547.0651 or via email at shaun@shaunod.us. I am available for relocation. For select agencies I will also consider project-based engagements.

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,


Shaun O'Donoghue

850 Amsterdam Avenue I Apt # 9-D
New York City, NY 10025-5135

 **Tel:** 917.547.0651  **Email:** shaun@shaunod.us

SHAUN THOMAS O'DONOGHUE

PROFESSIONAL EXPERIENCE:

AUGUST 2003 – JANUARY 2007 & MAY 2007 TO PRESENT

COLUMBIA MARKETING (Consultant to various small ad agencies) Boston, MA, New York City, NY, & Fort Lauderdale, FL
CONSULTANT / CREATIVE TECHNOLOGY OFFICER / CHIEF TECHNOLOGY OFFICER / ACCOUNT EXECUTIVE

Accounts: Office Depot, Sony, CitiBank, Celebrity Cruise Line, Lindt & Sprüngli (USA), Intec, Sapient, Hertz Rent-A-Car, SunPass (Florida Prepaid Toll), FPL, Florida Tourism, Hemsley, PGT Wingguard

APRIL 2007 – AUGUST 2007

RAPP COLLINS WORLDWIDE – AN OMNICOM COMPANY Dallas, TX
DIRECTOR, STUDIO PRODUCER (CREATIVE OPERATIONS & TECHNOLOGY)

Accounts: Direct Energy, Best Buy, Luxottica, Direct TV, Mercedes Benz, Merck Pharmaceuticals

- Presented re-engineering of creative support services, quality control measures & Integrated Studio concept.
- Implemented successful XINET digital asset management solution in record launch time for Luxottica assets.

JUNE 1995 – FEBRUARY 2003

DIGITAS (Formerly Bronner Slosberg Humphrey) New York, NY & Boston, MA
VICE PRESIDENT, CREATIVE; DIRECTOR OF GRAPHIC SERVICES & CREATIVE TECHNOLOGIES

VP/Studio Manager, April 1999 – September 2000; Creative Desktop Manager, June 1995 – April 1999

Accounts: American Express, AT&T, Delta Airlines, Federal Express, Celebrity Cruise Lines, Seagrams, GM/Oldsmobile, Pfizer, SAAB, Barnes & Noble, New York Times, L.L.Bean, Starwood Hotels, Charles Schwab, AOL | Time Warner

- Responsible for establishing standardized creative development and execution processes to ensure efficiency and profitability; Initial author of the agency's workflow fundamental process during the transition from hardboard mechanicals to all digital workflow, including comprehensive electronic mechanical release process.
- Visionary and oversight responsibility in the agency development and implementation of all creative technologies, including development of customized proprietary systems; Developed creative review and collaboration systems, digital asset management and content review systems; Proven project management skills; Ability to roll out global process and enterprise technologies. Responsible for an annual global capital budget of \$2.2M (creative) and regional operational budget of \$1.2M.
- Transitioned the agency from the traditional process rooted in direct mail to incorporate interactive, rich media, and video editing; Ensured usability of assets across integrated creative projects (offline, online, interactive advertising, sitelets, portals, complex builds, rich media, broadcast, streamed audio/video); Built out Final Cut Pro and Pro Tools capability; Developed the Integrated Studio to support both on and offline projects.
- Developed custom technologies to track and report on job costs to ensure proper agency billings; Resulted in an immediate exposure of \$6M in lost revenue (unbilled); Captured \$3M (negotiated); Created customized email alerts to advise account teams of agency level of effort during job life-cycle; Linked creative reporting to agency finance system for compensation data to reconcile jobs and analyze job profit in realtime.
- Assessed creative concepts and provided budgets of staffing allocations, executional costs, as well as art buying, and production; Oversight of full-time and freelance staffing billability/capacity; Approved job budgets/scheduling; Contributor on staffing allocation meetings across the global network.
- Empowered traffic and delivery management teams; Identified critical paths in lifecycle of projects; Interfaced with project-based systems, including Microsoft CRM 3, Project, Celoxis, Creative Manager Pro, Job Manager/Virtual Ticket, and OpenAir.
- Proactively solicited job performance feedback; Resolved customer satisfaction issues with internal account teams; Initiated regular updates with Marketing Directors and other group capability leaders.
- Presented to clients during pitch business, on agency creative capabilities and to educate agency process.
- Built the agency book/reel in both static and rich media formats; Explored new media approaches to present agency book and capabilities.
- Developed and maintained a dedicated Creative I.T. staff (worldwide) with expertise on creative hardware and software configurations (mostly Macintosh), including 24-hour creative help desk support.
- Inspired and motivated team through passion in excellence and regularly acknowledged key contributors to promote dedication; Attracted and retained 5-star performers.
- Supervised 8 Studio Managers worldwide and locally 12 Art Directors, 9 copywriters, 45 Production Designers, 2 Color Retouchers, and 8 Creative Support Engineers. Worldwide oversight of creative processes, technology roadmap and creative support for all creative capabilities: core creative, art buying, production, traffic, delivery management, content and Integrated Studios.



PROFESSIONAL EXPERIENCE:
(continued)

DIGITAS *(continued)*

- Organizer of daily leadership meetings, worldwide conference calls and various agency training sessions to promote shared learning and best practices across the global network.
- Key influencer on the architectural planning, designing, and build-out of creative, lobby, conference rooms, and corporate identity in new worldwide offices; Expanded single office to seven worldwide locations.
- Managed outside vendors and provider relationships staffing agencies, stock houses, photographers, printers, service bureaus, and I.T. providers, including budget responsibility and cost management control.

APRIL 1993 – JUNE 1995 & JUNE 1988 – AUGUST 1990 & MARCH 1991 – FEBRUARY 1992

FREELANCE PLACEMENTS, Boston, MA, New York City, NY, & Washington, DC

DESKTOP PUBLISHING / MAC CONSULTANT / GRAPHIC DESIGNER / ART DIRECTOR

Accounts: GTE Government Systems, Appex, Bank of Boston, Cambridge Marketing, Index Group, Honeywell, The American University (Student Union), Cellar Door Entertainment, Middlesex News, Price Waterhouse, A.T. Kearney, Ernst & Young, Nasdaq, MCI, The Testa Company, Personnel Pool of America, Kallir Philips Ross, J.P. Morgan (Wall Street), Computer Science Corporation, Harvard Community Health Plan, Boston Record Pool, MCI Communications, Nasdaq, and Progress Software.

JULY 1992 – OCTOBER 1992

CREATIVE WORLD PRODUCTIONS, Deerfield Beach, FL

ART DIRECTOR

Accounts: Essex Plastics, Kohler, Hotshots Unlimited, Blockbuster Video, U.S. Anchor, Raddision Hotel, Pete's Boca Raton, Boca Grove, Baha Beach Club, Sea Escape Cruises, and Kraft Foods.

OCTOBER 1988 – FEBRUARY 1997

NEW ENGLAND MISSING PERSONS BUREAU, Boston, MA & Washington, DC

JOINT INTERAGENCY JUVENILE VIOLENT CRIMES TASK FORCE, RAPID DEPLOYMENT UNIT

RECOVERY SPECIALIST

- Responsible for all aspects of missing children (persons) and runaway recoveries through investigations, intelligence, undercover, and field searching including interaction with law enforcement authorities on the local, state, and federal levels.
- Working knowledge of National Crime Information Center crime computer (NCIC) on both online and offline queries; Versed in various nationwide and statewide crime information computers (CORI, LEAPS, FCIC, NLETS, ALARS); Complete understanding of MPIF (Missing Persons Information Files) in NCIC warrant database.
- Ability to assess crisis situation, obtain vital information, identify elements of cause, establish order, and ease anxiety in routine to life-threatening situations both in field and over 911 emergency telephone calls for assistance.
- Ability to establish temporary field communication, command, and control centers during high incident situations under pressure often improvising; Proven ability of crisis management and multi-tasking in adverse situations; Ability to align resources from both the public and private sector to accomplish the directive.
- Worked with various statewide social service agencies (i.e. Department of Social Services, Department of Youth Services) on runaway, Child in Need of Service cases (CHINS), and child offender recoveries.
- Developed a database technology with graphical user interfaces to capture vital data on missing children; Created automated outbound fax server to systematically notify police departments, modes of transportation, interstate toll booths, truck stops, etc. of missing or wanted persons advisories; Developed a customized mobile data terminals for instant field access to missing and runaway persons case files using Apple Macintosh technology.
- During operations, appeared on on-camera interviews on major network television; Press spokesperson to radio, television, and newspaper organizations during operations, including talk show appearances.
- Received written commendation from William Sessions, Director of the Federal Bureau of Investigation in 1990 for role in the successful recovery of a 5 year old kidnap victim (unharmd); Responsible for involving John Walsh and "America's Most Wanted"; Lead Recovery Specialist responsible for the collection of information and design of the "Wanted" poster which aired and led to the location of her and apprehension of her kidnapper.

EDUCATION:

FALL 1986 – SPRING 1988

**UNIVERSITY OF MASSACHUSETTS
AT LOWELL (WAS ULLOWELL)**
LOWELL, MA

CERTIFICATE, JUNE 1987

NORTHEAST REGIONAL POLICE INSTITUTE
MASSACHUSETTS CRIMINAL JUSTICE
TRAINING COUNCIL

GRADUATE, CLASS OF 1986

CHELMSFORD HIGH SCHOOL
CHELMSFORD, MA

Portfolio available upon request.
References available upon request.
Samples & References also at www.shاونod.us/email

AFFILIATIONS

- Former Expert Witness, Juvenile Court/Family Court, Child in Need of Service (CHINS) '89-'91 (Power of the Court)
- Volunteer, American Red Cross, Disaster Services, Boston, MA '87 - '91, Miami-Dade, FL '92
- Former Board Member, Customer Advisory Board, Apple Computer, Cupertino, CA '98, '99,
- Founding Member/Former President, Greater Lowell Computer Users Group (merged with Boston Computer Society)
- Member, Association of Professional Design Firms, WA '01, '02
- Member, Ad Club, Boston & New York
- Platinum Alumni, Seybold Seminars, New York & San Francisco '96 - '03
- Active Participant, ServicePlus, Quark Inc., Vail/Aspen/Snowmass, CO '96 - '03

ACCOMPLISHMENTS:

- Written Commendation – Director of Federal Bureau of Investigation, William Sessions, U.S. Dept. of Justice '90
- Pilot Movie – Republic Pictures, New England Missing Persons Bureau, '90 - '91
- Appreciation Award - American Red Cross '87, '88, '89, '92
- Outstanding Service - New England Missing Persons Bureau '91, '92, '93, '96, '97
- Recipient/Member - Chelmsford Police Department - Chelmsford Brotherhood of Police Scholarship '86
- C.P.R. Certified/First Responder Certified, American Red Cross '88 - present
- Certificate of Achievement, Macintosh Fundamentals 2.4, Apple Corporate Training, Apple Computer '92
- Certificate of Achievement, Network Administration, Apple Corporate Training, Apple Computer '93
- Certificate of Achievement, Macintosh Fundamentals 2.5, Apple Corporate Training, Apple Computer '93
- Concept and functionality influencer, pre-alpha focus groups, Extensis PreFlight Pro software application

BUSINESS SKILLS:

- Experience developing new business development pitches; creating public relations material, press kits and press releases; developing results-driven integrated marketing materials and events & promotions for both profit and not-for-profit organizations.
- Presented to clients during creative capabilities review and to educated the agency creative development and execution process; presentation skills included presenting the creative operations and creative technology vision to senior and executive leadership.
- Developed internal financial tracking mechanisms, including automated email notification systems with an understanding of Sarbanes–Oxley regulations (SOXs): internal controls, job time tracking, audit trails, T&E, purchasing and other financial and accounting reporting requirements.
- Working knowledge of CRM systems, database marketing services and mail list segmentation; **Search:** Search & Search Engine Optimization (organic and paid): Atlas Search, Google, Overture; **Analytics:** WebTrends, Blackfoot, Absolutdata; and **Ad Servicing:** Atlas, Doubleclick, BridgeTrack®; **Market Research:** Forrester, Nielsen NetRatings, TNS, and Frost & Sullivan.
- Built and maintained non-disclosure relationships and strategic partnerships with key hardware and software providers such as Apple Computer, Adobe, Quark, Macromedia, Markzware, Extensis (CreativePro.com), etc.
- Extensive experience with photo shoots – coordinating, selecting, and managing photo shoots in varying scope: simplistic to complex shoots using nationally / internationally-known photographer's/director-level talent; Experience selecting and coordinating talent, including all releases; Managed creative and production teams while on set; Ability to negotiate contracts of rights-managed photography, music and images with various vendors such as Getty Images.

MACINTOSH & PC COMPUTER SKILLS:

- Developed standardized hardware and software configurations “goldmasters” incorporating preferences, color palettes and style guide reference on all creative workstations to ensure optimal performance and productivity.
- Visionary and project management of custom developed database technologies: SQL servers and SQL scripts; Customized database development and reporting using Crystal reports, Visual Basic, and SQL stored procedures.
- Advanced knowledge of QuarkXPress 6.5 and Quark Publishing System; Quark DMS; MediaBank; MediaBeacon; XINET; Creative Manager Pro; Virtual Ticket/Job Manager; Adobe Creative Suite 2 (Photoshop, Illustrator, InDesign); PDF workflow; Microsoft Office, including Powerpoint; Microsoft Project; Visio; Final Cut Pro 4; Live Type; After Effects; Flash; et al.
- Macintosh network technical support and troubleshooting (hardware malfunctions, software support and training, data loss recovery); Macintosh OS X expertise; Macintosh XSERVE technologies; Integrated technologies.
- Developed in-house Scitex Digital Color Proofing; Final Cut Pro; ProTools w/controller; Custom developed sound room; Co-developed storyboard workflow process for broadcast/near-broadcast quality projects, including voiceovers, music beds, and sweepers; Converted various video/audio formats for broadcast, near-broadcast, and online usage.
- Vendor selection of content and workflow automation management system, including automated translation systems.
- Electronic file release or high res paper and film output from Lino, including color separations and trapping.
- Outputting to Firey/Canon CLCs for color copy comps; Developed tracking mechanism of printouts to specific client jobs.
- Working knowledge of IBM PCs and compatible; Working knowledge of Windows XP, including NT administrator experience.
- Experience writing training manuals, reference guides, and quick reference charts on technology, process, protocol and workflow.
- Working understanding of web based technologies and programming languages, web server platform, architectures and hosting solutions (AJAX, JavaScript, .Net, SharePoint, PHP/ASP, XML/XMP/XHTML, FLASH, SVG, RSS, Pearl, CSS) so that I can facilitate on-board-ing of resources and effective delivery management of technology driven deliverables.

CONVENTIONAL, GRAPHIC DESIGN & GENERAL OFFICE:

- Ad building, layout/paste-up, copy writing/copy editing/copy fitting; Experience with headline news and press releases.
- Experience building POP display and trade show booth, including scalable solutions for multiple events.
- Logistics/resource management during events and trade shows.
- Experience with creating and building to customized die lines; Packaging experience; Prototype experience; Alternative media.
- Large Format (Encad) ; POP displays; Backlighting; GBC binding.
- Presentation boards; Ability to concept new presentation ideas, including custom presentation boards.
- Experience with preflight and printer specifications and press checks.
- Typing (85 wpm); word processing; xeroxing; General executive, administrative and shipping: FedEx, UPS, DHL.

Portfolio available upon request.
 References available upon request.
 Samples & References also at www.shanod.us/email

PROFESSIONAL REFERENCES

- Mike Slosberg (retired)
Executive Vice President/Partner
DIGITAS LLC
(Formally Bronner Slosberg Humphrey)
via Executive Assistant Isabel Davis
Phone: 212.610.5000
Email: mslosberg@digitas.com or mike.slosberg@verizon.net or idavis@digitas.com
- Christina Barrett
Executive Assistant to
Laura Lang, President
DIGITAS LLC
33 Arch Street
Boston, MA 02199
via Executive Assistant Isabel Davis
Phone: 917.723.3891
Email: cm_barrett@hotmail.com
- Steve Olderman (retired)
EVP/Executive Creative Director
DIGITAS LLC
355 Park Avenue South
New York, NY 10029
Phone: 212.610.5000
Email: solderman@yahoo.com
- Ann Thorpe
VP/Director of Graphic Services
DIGITAS LLC
33 Arch Street
Boston, MA 02110
Phone: 617.867.1000 or 617.867.1697 (direct)
Email: athorpe@digitas.com
- Stephen Taraniuk (former)
VP/Director of Information Technology
DIGITAS LLC
(currently overseas)
Email: soobuoy@yahoo.com
- Karen Sawyer
VP/Art Buying
DIGITAS LLC
33 Arch Street
Boston, MA 02110
Phone: 617.867.1000
Email: ksawyer@digitas.com
- Grant Schneider
(former SVP/General Manager)
DIGITAS LLC
Chief Marketing Officer
Time Inc.
Phone: 212.522.5919
Email: grant_schneider@timeinc.com
- Carlo Schiattarella
CEO
Strategic Partnership School Group
Real Estate Practice
(formally of Director of Real Estate,
Victory Schools)
Phone: 646.831.6102
Email: cs@spschoolsgroup.com
- Melanie McDowell (former)
Studio Manager
DIGITAS LLC
Phone: 617.283.8834
Email: melmcdowell@yahoo.com
- Nicholas Papadakis (former)
Production Designer
DIGITAS LLC
Phone: 917.406.0533
Email: npapadakis@earthlink.net
- Alan Beck
Publisher
Columbia Marketing
221 Rutgers Street
Maplewood, NJ 07040
Phone: 973.896.8338
Email: abeckcfm@aol.com
- Samantha DeSuze
On-Air Personality
WOKQ-FM
Phone: 978.505.8642
Email: samanthadesuze@gmail.com
- Joseph K. Levene
(Former CEO of Petersburg Press)
Joseph K. Levene Fine Art, LTD
25 Central Park West
New York, NY 10023
Phone: 212.757.8012
Email: JoeLevene@aol.com
- Peter Langoné
Internationally Acclaimed
Director/Photographer
Langoné Studio
215 S.E. 12th Street
Fort Lauderdale, FL 33301
(Studios in NYC, LA, and FL)
Phone: 954.467.0654
Email: langone@peterlangone.com
- Donna O'Neil
Creative Services Professional
Sprague Nelson
119 Braintree Street | Suite 505
Boston, MA 02134
Phone: 617.782.6300
Email: donna@spraguenelson.com
- Craig Stevens
News Anchor
WSVN – CHANNEL 7 / FOX
1401 79th Street Causeway
Miami, FL 33141
Phone: 305.795.2769
Home: 305.856.7137
Mobile: 305.775.1115
Email: cstevens@wsvn.com
- Mark Goggin
Director, Disaster Services
American Red Cross / FEMA
825 Farm Street
West Palm Beach, FL
Phone: 561.833.7711
Mobile: 561.718.5358
Email: gogginm@redcross-pbc.org
- Rob Edgerly
Creative Director
Lindt & Sprüngli (USA) Inc.
One Fine Chocolate Place
Stratham, NH 03885
Phone: 603.778.3388
Email: rdce_74@hotmail.com

FAMILY REFERENCES

- Officer Mark O'Donoghue
State of New Hampshire
Department of Public Safety
Home: 603.623.2133
Mobile: 603.396.5816
- Rosemary O'Neill
(Daughter of Thomas "Tip" O'Neill,
Former Speaker of the U.S. House of
Representatives)
U.S Department of State
730 24th Street N.W.
Washington, D.C. 20037
Home: 202.736.4527
Work: 202.337.4179





U.S. Department of Justice

Federal Bureau of Investigation

Office of the Director

Washington, D.C. 20535

June 20, 1990

Mr. Shaun T. O'Donoghue
Recovery Specialist
New England Missing Persons Bureau
Boston, Massachusetts

Dear Mr. O'Donoghue:

You must have a great feeling of satisfaction in knowing that kidnap victim Nicole Ann Ravesi was returned safely to her parents, and I want to thank you for your efforts toward this end.

My colleagues in Boston have advised me that you spent much of your own time gathering information to be used on "Wanted" flyers and that you then personally distributed hundreds of these flyers up and down the East Coast. Your tireless efforts certainly enhanced the public's awareness of this very sensitive investigation, and we are grateful for your commitment to this project.

Sincerely yours,

William S. Sessions
Director

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



Lindt & Sprüngli (USA)
One Fine Chocolate Place
Stratham, NH 03885
Telephone: (603) 778-3388
Fax: (603) 772-2257

Lindt 
MASTER SWISS CHOCOLATIER

ROBERT EDGERLY
Creative Director

May 5, 2005

To Whom It May Concern,

As the newly appointed Director of Creative Services for Lindt & Sprungli (USA), I realized very soon on that I would be required to enlist the partnership of a senior level consultant having extensive experience with Brand management and development. I had the good fortune of working with Shaun O'Donoghue on a recent Business-to-Business Brand Development Strategy. Shaun's creative vision and strategic insight on the Business-to-Business Brand posturing for the project was pioneer in concept. His global understanding and exposure to major commercial clients, proved invaluable in establishing a relevant marketing formula that would touch all channels of our organization.

Shaun crafted a cohesive kit of direct-to-consumer, internal and external communication components, and product comp cards, capturing essence of the 160-year old Brand equity, while reinforcing the contemporary future direction of the Lindt (USA) Brand. We have not only begun to realize the expanded business opportunities as a result of the program, but also the co-branding potential within the Wholesale, E Commerce, Direct Marketing and Retail channels of the Company, as a result of Shaun's direction and integrated creative vision. This Business-to-Business Program Strategy has set the foundation in order for us to begin building a stronger, more relevant US Retail Brand.

Shaun's in-depth knowledge in accounting and systems management, workflow, creative design and execution strategies, as well as his tenure and solid vendor partnerships, maintained course and budget throughout all facets of this very high profile Corporate initiative. It is with a high level of respect and appreciation that I recommend Shaun for any appointment or position in Creative Services, Integrated Marketing and Advertising. I admire his passion and conviction for providing the highest quality creative and strategic product for market.

Warm regards,

Robert D. C. Edgerly

Lindt & Sprüngli (USA)
ONE FINE CHOCOLATE PLACE • STRATHAM, NEW HAMPSHIRE 03885
(603) 778.8100 www.lindt.com

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.

Ann Thorpe
617-867-1000

DIGITAS
33 Arch Street
Boston, Massachusetts 02110
Telephone: 617 867 1000

Melanie McDowell

12 Brown Terrace Apt. 1L, Jamaica Plain, MA 02130

617 283-8834 melmcdowell@yahoo.com

April 4, 2005

Re: Shaun T. O'Donoghue

Dear Sir or Madam:

It is my pleasure to write about a very dear colleague of mine, Mr. Shaun O'Donoghue. Shaun and I worked together at Digitas (formerly known as Bronner Slosberg Humphrey) from 1994 through 2002. It was a time of extraordinary growth for our company and we were fortunate to be intimately involved with its expansion from Boston to New York. Under his mentorship I was promoted from a Production Designer to a Studio Manager as he blossomed from a Creative IT Manager to the Director of Graphic Services.

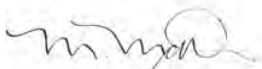
Shaun was tasked with the incredible challenge of modifying workflow procedures that were developed for a single location to work across a global network of offices. He created a new model that improved efficiency and accountability for our department that was so effective that other departments and other domestic and international offices followed suit. He partnered with our vendors in customizing software to work in our unique environment. Companies such as Extensis, Markzware, and Meta Communications solicited Shaun's advice and approval on software products in development. Digitas was often used as a beta tester for state-of-the-art applications that revolutionized workflow procedures across our industry. New York became the flagship office for Creative Services.

Shaun's greatest strength as a manager was in the development of his personnel. I can attest how his belief in me enabled me to rise to greater challenges than I was aware I could handle. The morale of our department was very high under his leadership. We hired a talented staff that embraced his direction and trusted his instincts. Studios of major Advertising Agencies are historically the departments that get blamed for everything from typographic errors to overages of budgeted funds. Shaun created a reporting system that chronicled every stage of work so that, at any given time, we could track a job's progress and alert the entire marketing and creative team to possible issues that might impact the final deliverables for our client. With this system in place, each of our Production Designers was able to proactively involve Shaun and I when they felt our intervention was necessary, long before concerns turned into actual problems. Whether the situation called for extra time or reassessment of resources, we were prepared to act as opposed to react. Shaun also put in to place an internal quality control person whose sole task was to check all of our work before it got routed to the client. We discovered that this enabled our department to produce error-free work, which improved our image within the company.

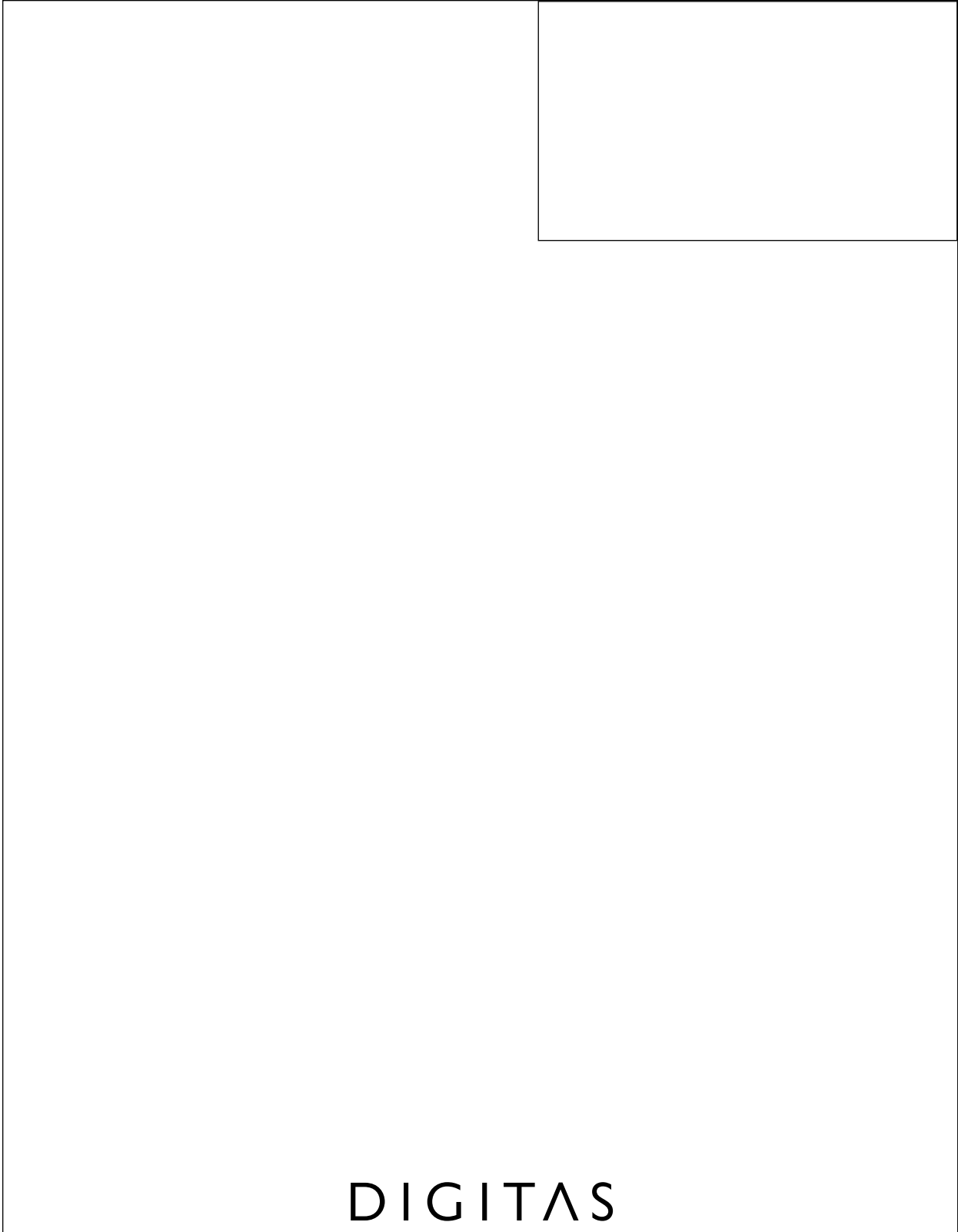
It is to Shaun's credit that American Express, the New York office's largest client, requested his involvement in the restructuring of their Ratecard billing structure. They recognized that their own marketing executives did not know workflow procedures enough to properly budget their projects and so enlisted the help of his expertise to improve their internal process. Other Digitas clients requested bucketed style billing structures (as opposed to strict hourly billings) based upon the success of Shaun's recommendations.

What Shaun has done for my success, both personally and professionally, is extraordinary. He recognized my talent for inspiring and leading my production designers long before I did. He supported my growth and even gave me the task of creating a new color retouching department within our Studio that saved our clients thousands of dollars on a per job basis. I was the day to day manager while he concentrated on our position within the agency. I often found the means to implement his overall vision which made us a great team, admired by our colleagues. I have found that our working relationship has been the most important and fruitful collaboration of my entire career. It is with great conviction that I recommend Shaun O'Donoghue to lead Creative Services wherever his services are being considered.

Kind regards,



Melanie McDowell



Shaun Performance Review, dated 19 March 2002, Page 1 of 2, to rebut Gaston Legorburu’s claims I overstated my qualifications on my resume.

shaun thomas o’donoghue
520 Southeast 5th Avenue | Apt # 1410
Fort Lauderdale, FL 33301-2954



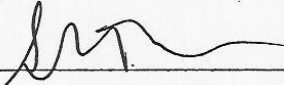
Mobile: 917.547.0651
Email: shaun@shaunod.us

UE = Usually Exceeds Expectations
AE = Always Exceeds Expectations

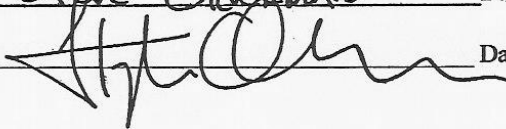
trailing far behind. When he slows down and translates into terminology normal mortals can understand he serves himself better. I believe that in a perfect world, one where Shaun could implement his vision from the ground up and not have to convince everyone to retrofit existing situations, Digitas would instantly become more profitable and efficient.

Business: UE

Shaun is constantly looking for ways to save the company money or recover money that is rightfully ours yet hasn't been collected. In fact, over the years he has helped us recover millions of dollars in uncollected pre-pro rate card fees. He is thoughtful about how technology can make a financial difference and recently initiated an effort to put into use an asset management system that we paid a lot of money for but never used. On the other hand, Shaun has a reputation for being less than rigorous about the costs in his department. He is constantly defending himself against charges of runaway costs, for equipment, travel, entertaining, contracts with vendors, etc. When taken individually, there's usually a good answer, but in truth, Shaun needs to pay closer attention to this aspect of his fiscal management, just as he has to manage his personal finances better.

Employee Signature  Date 3/21/02

Manager Print Name Steve Oldenaw Date 3/21/02

Manager Signature  Date 3/21/02

DIGITAS

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shaun thomas o'donoghue
520 Southeast 5th Avenue | Apt # 1410
Fort Lauderdale, FL 33301-2954



Mobile: 917.547.0651
Email: shaun@shaunod.us