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REFERENCE LETTER

To Whom It May Concern:

I have worked with Erick Betancourt in his capacity as Director of Production at Tribal DDB's San Francisco office. Erick supervised a development team on site, developed processes and procedures to manage workflow and represented the company frequently at client meetings. Erick excelled at all of these elements of his senior position and played an instrumental leadership role within his team.

In my capacity as Director of Production for Tribal DDB Canada, Erick and I were involved in formulating and standardizing production processes for the entire Tribal DDB Network in Canada and the U.S. As part of this international Project Management Team, Erick displayed tremendous clarity and leadership. His deep understanding of web technologies was a great asset to the team.

Many times when working with Erick he displayed the skill and initiative to get the job done. He has a strong command of the online development process coupled with actual know how. I would not hesitate to recommend Erick Betancourt for a senior production role within your company.

If you would like further clarification on the above, you may reach me at 604-608-4407.

Sincerely,

Pattie LaCroix
Director of Production
Tribal DDB Canada