

Leo Burnett

5 July, 2002

To whom it may concern,

I have known and worked with Patrick Kennedy for two of the almost four years he has been with the company.

During this time he has undertaken the role of Head of Technical, taking responsibility for all technical aspects of the web development team. He has consistently demonstrated a high level of expertise, dependability and above professionalism which has been indispensable to our work both with our internal agency clients and external customers.

He has played a major role in assisting us to achieve the integration of our team's online developments with the agency's traditional advertising communications. Patrick is never short of ideas nor passion and enthusiasm for his job and the field in which he works. His determination to further educate his peers and himself have made Patrick a great asset to the company and his dedication has resulted in numerous successful projects and the growth of the team to what it is today.

Patrick has the ability and attitude to adapt his skills to many different areas. Whilst at Leo Burnett, aside from his duties as Head of Technical, he has always been a great source of help and assistance across the entire business.

I wish Patrick every success with his career and overseas travels, and I whole-heartedly recommend him to you. His broad range of skills, ingenuity, expertise and great attitude make him an excellent addition to a team. Please do not hesitate to contact me if you wish to discuss further.

Yours sincerely,



William Beresford
Head of Digital
Leo Burnett, Sydney

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