



## Letter Of Recommendation

I joined Creative Loofing's senior management team as Chief Operating Officer in January 2008. Working directly with CEO Ben Eason, I was initially responsible for the publications in Chicago and Atlanta while assisting with the day-to-day operations of the company. My role steadily expanded to include all of the group's publications in Atlanta, Chicago, Washington, Tampa, Charlotte, Sarasota.

In his role as Creative Director, Markus Schneider oversees a highly important strategic area of the company. With its centralized set-up, the Atlanta based department services all creative needs of the group in print and online. Markus is leading the team of Art Directors, Designers and pagination personnel and continually interfaces with Publishers, Ad Directors, Marketing Directors and OPS Managers.

Being overall responsible for the strategic creative and the daily operations of Creative Services, I come to know him as a highly dedicated and resourceful Manager whose leadership skills have been a key factor for the success of the centralized set-up. Markus was instrumental in completing the merger with Chicago Reader and Washington CityPaper successfully, as his department took on the responsibilities of servicing any and all creative needs of the additional two publications. He has done an outstanding job of leading Creative Services in the deadline-oriented, fast-paced, high-volume environment of servicing the various needs of six weekly publications.

Markus is also a highly talented Designer whose experience and expertise made him a respected leader throughout the company. Being responsible for the creative output of his team, the performance of the department has been an integral factor for the success of many of our new initiatives. Next to guiding and leading his team, he also serves as mentor to his junior Designers by continually developing their skills set.

Playing the dual role of Designer and Manager, Markus has a keen eye for prioritizing a list of diverse projects. He earned the trust of the senior management to ensure the deadline performance of his team in all areas of client ad design, editorial design, marketing and promotions design.

As our industry underwent such a significant change by the impact of the new digital age and its effect on consumers and readers, Markus was on the front line with us as we transformed the organization to a multimedia company. His contributions have been significant as the company evolved realizing the opportunities of print and interactive media.

Markus is a highly motivated leader whose talent, passion and work ethics make him a valuable addition to any organization.

I look forward to any opportunity to work with him again in the future.

Kirk MacDonald  
Chief Operating Officer  
for Creative Loofing Media  
01/2008 – 07/2009

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