

Sir/Madam:

I have known Brian Sales professionally for over 10 years and I continually rely on his vision and creativity to add production value to the programs I produce. Brian is a rare find...his own broad experience as an engineer, producer, designer and animator lend a "big picture" sensibility to projects across my entire client base.

I first worked with Brian when I was Staff Director/Production Manager for The Media Spot in Pittsburgh. After seeing an animation package that he had created for USAirways, I hired him as a freelancer to produce animation and effects segments. His grasp of photorealistic lighting effects and his intuitive sense of motion led to a fruitful project-based relationship that continued for over 18 months. The quality of the programs that the facility produced grew exponentially. At my urging, Brian was hired full-time as an animator/motion graphics producer in 1996.

During my tenure at The Media Spot, Brian and I collaborated on hundreds of projects requiring sophisticated 2D and 3D work. He became an essential component on-set as an effects coordinator for difficult greenscreen and motion-matching effects. Brian's technology bent also made him invaluable in the roles of network design and administration. He even designed, spec-ed and assembled the serial digital edit suites which remain the backbone of the facility today. The vigor with which he continued to educate himself on new toolsets and industry trends proved infectious...our business expanded based on the confidence that I had pitching compelling animation and effects work in sales meetings and knowing that Brian had the depth to bring those ideas to the screen.

Brian will be an excellent addition to any effects/animation team. He's fast, efficient and driven to perfection. Brian understands time and budget constraints and he consistently exceeds the expectations of both myself and my clients. I left The Media Spot in 2001 to focus on broadcast production. I look to Brian to keep me abreast of technology, to create high caliber animation and composited effects and to provide production support on HD and SD projects. The inevitability of Brian moving on will certainly leave me with a creative and professional void that will not be easily filled. If you have any questions regarding Brian's qualifications, please do not hesitate to call me directly.

Regards,

Jim Ledoux  
Producer/Director