

November 6, 2008

Dear Editor/Publisher:

As the editor at *CIO Insight* at Ziff Davis Enterprise, I supervised Andrew Ogilvie during his entire tenure at the business-technology journal and website. I've worked with many art directors over the years, and none have topped Andy's talent in designing clean, well-organized and readable print and web pages. Those pages engaged the reader and helped them navigate the magazine and/or website.

An especially big test for a journal featuring information technology is developing attention-grabbing visual metaphors. Andy mastered that challenge.

Andy helped editors to organize stories visually, creating an impact that helped readers address the content. In fact, he approached his work, not just as a designer, but as a journalist, too. Andy understood the needs of *CIO Insight's* audience of senior business-technology executives to create a visually appropriate look. As a one-time newspaper copy editor, Andy used that experience from time to time to write compelling headlines and decks to complement the illustrations employed.

Andy is a master at budgeting. He spent the same amount of money—sometimes less—than the previous art director who overly relied on stock art to hire freelance designers who created original illustrations.

In a pinch, Andy created charts when budgeting demands required a reduction in our freelance budget. Indeed, when we needed help in areas officially outside his domain, such as helping record video reports, Andy never hesitated.

Andy was a joy to work with. He was a great collaborator.

Regards,

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