



To Whom It May Concern:

Owen Lynch is a genuine dynamo.

While designing MMB's eight-week Summer Internship Program, I had planned to help college students learn, but didn't expect much from them in return. Owen was a primary reason why the program had to change. His point of view, unique insights, and capabilities had to be tapped.

While participating in MMB's newly intensive, rigorous, and demanding internship program, Owen expertly navigated the waters of Account Management and Brand Planning with an increasingly rare curiosity and grace. Exceptional hard skills aside, Owen possesses an extremely valuable ability to lead a group for maximum collaboration, yet also knows when and how to follow when appropriate. Owen's charming demeanor is energetic, but never scattered; he is always friendly, but never unfocused.

Having had the opportunity to work on notable MMB clients such as Subway and Gulf States Toyota, along with new business prospects such as the ALS Association, Owen's work was polished and informed. His strategic thought is evident in every aspect of his work.

Please feel free to contact me with further questions about Owen's tremendous skills, experiences, or character.

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Best Regards,

Steven Van Vechten