



ERNST & YOUNG  
ENTREPRENEUR  
OF THE YEAR®

 **ERNST & YOUNG**  
*Quality In Everything We Do*



people who built it. The Employee Stock Ownership Plan will preserve our culture, values, and future for all the employees who make it successful.



Finalists

**Scott Litman and  
Dan Mallin**  
connect@jwt

Scott Litman has been a computer visionary for years. As a contestant in Apple Computer's "Design the Computer of the Year 2000" contest, he came in second out of more than 2,000 entries, predicting the rise of the personal digital assistant, portability in computing, and the Internet's use as a vehicle for e-commerce. A year after graduating from the University of Minnesota in 1991, Scott started Imagnet, a computer consulting firm that provided Macintosh-based publishing solutions. Scott has put his knowledge and savvy to work for Imagnet through its various iterations, from independent Web site services firm to becoming part of the WPP Group, the world's largest communications holding company, as connect@jwt.

Dan Mallin is a natural entrepreneur who started and sold a video production company before heading off to college at Drake University. During school, he worked as a sales representative for Apple Computer and later for Microsoft. Dan landed a job at 3M, where he helped facilitate the spin-off of his business unit to become Imation. He worked at Imation while operating a small firm on the side called Oatmeal Media. Eventually Scott and Dan joined forces to first sell their firms to Imation, then 18 months later purchased them back as Imagnet after recognizing the poor long-term synergy between the firms. In 2001, the partners sold Imagnet to the WPP Group.

As part of connect@jwt, the integrated communication division of J. Walter Thompson, the firm formerly known as Imagnet puts its focus beyond just providing Web services and solutions to clients. It goes beyond the technology to partner with customers on brand development, communications,

and strengthening their relationships with their own customers. At the same time, connect@jwt has remained extraordinarily nimble throughout its history, evolving its business every six months to match the needs and changes in the market.

connect@jwt overcame a 90 percent loss of their customer orders after September 11 and the ensuing technology recession by being aggressive and acquiring other firms that were struggling. Dan and Scott returned many of the businesses to health and shored up the strength of connect@jwt while at the same time becoming turnaround specialists at their parent company, WPP.

*At times, being an entrepreneur seems like you're "going it alone." From where do you draw your inspiration and encouragement during those times when the going is tough?*

Dan The advantage of having a business partner is that you are never going it alone. Scott and I bring out the best in each other.

Scott I find inspiration in such times from my business partnership with Dan. The two of us have tremendous confidence in one another and know there is no business challenge we can't overcome.