



Fact Sheet

About Oshyn, Inc.

Oshyn, Inc. is an Enterprise Technology Agency that has earned a reputation for delivering innovative business solutions for the web, mobile devices and enterprise technology platforms. Headquartered in Los Angeles, Oshyn's growing client list includes Best Buy/Geek Squad (NYSE: BBY), Coca-Cola (NASDAQ: COKE), Electronic Arts (NASDAQ: ERTS), Epson, Fordham University, JDS Uniphase (NASDAQ: JDSU), Lexus, Miramax, National Education Association, Scripps (NYSE: SNI) and Volkswagen. Oshyn, Inc. is partnered with the some of the most respected agencies and technology providers such as Crispin Porter + Bogusky, Jahia, Microsoft (NYSE: MSFT), Ogilvy & Mather, Open Text (NASDAQ: OTEX, TSX: OTC), Oracle (NASDAQ: ORCL), Sitecore, Saatchi & Saatchi and Team One.

- Founded: 2001
- Employees: 75+
- Locations: Los Angeles, California | Baltimore, Maryland



Leadership Team



Diego Rebosio, Chief Executive Officer

In addition to his executive role at Oshyn, Diego focuses on ensuring project delivery for Oshyn's customers. He brings to the company 15 years of experience implementing large scale, mission critical solutions for Fortune 1000 clients. Prior to founding Oshyn, Diego derived his expertise from being one of the first employees of i-Cube/Razorfish where consistent, predictable project delivery allowed the company to grow from a small I.T. consulting startup, to what became one of the most successful consulting firms during the internet boom. Diego holds a BA in computer science (summa cum laude) from Clark University in Worcester, MA.

Travis Cole, Chief Operating Officer

As a 25-year technology industry veteran, Travis has spent his entire career helping corporations achieve performance gains through the application of strategic information technology. In his role as COO Travis oversees the operations of the company including the supporting infrastructure, and project execution components including the people, processes, quality of project delivery, and ultimate client satisfaction. Previously Travis was a founding member of other technology consulting organizations including DiamondCluster International, Inc. (NASDAQ:DTPI) and Technology Solutions Company (NASDAQ:TSCC). He has also served in executive technology leadership roles with major US corporations such as vice president of technology services for The Turner Corporation and director of system development for The ServiceMaster Company (NYSE:SVM).

Rick Patri, Vice President, Client Solutions

Rick is a results-driven leader & proven team builder, that has helped both pre/post funded organizations build sales teams, establish process, define and execute on the key elements of the company's business strategy and exceed revenue targets ranging from \$1M to \$100M. As part of the Oshyn team, Rick is responsible for leading the Client Solutions group that focuses on building strategic relationships and helping some of the world's leading consumer brands achieve business success through creative and innovative technology solutions.



Rick joined Oshyn from Vancouver, BC based Marqui, Inc., a leading SaaS-based Marketing Automation software company. As Marqui's Vice President, Sales, he was responsible for leading the North American Sales efforts that was responsible for the acquisition of the company's first 300 customers. Prior to Marqui, he was at Pivotal Corporation (NASDAQ: CDC), a leading provider of CRM software for the mid-enterprise market. As Pivotal's Director of North American Sales Operations, Rick managed the Inside Sales Operations, Procurement and Operations teams. During his tenure, his team surpassed its annual quota every year and helped Pivotal achieve annual corporate sales of more than \$95 million USD. Rick was also instrumental in developing a new division at RAND, one of the world's leading providers of consulting services and technology to the engineering community.

He earned a Master of Arts in Economics, a Master of Science in Psychology and a Bachelor of Science in Education from Northeastern University in Boston. Rick is a Board Member for several North American start-ups.

Danilo Monge, Finance Director

Danilo Monge is Director of Finance for Oshyn, Inc. Before joining Oshyn, Danilo was Comptroller and Financial Manager for AKZO Nobel where he supervised development of key technology tools for accounting, administration and internal controls. Danilo managed corporate relations and implemented programs that realized significant revenue increases coinciding with reduced expenditures. He has also served as Financial Analyst for IBM and Merck Sharp & Dohme. Danilo graduated from TEC de Monterrey with a MBA specialized in Corporate Finance. He has an undergraduate degree in Financial Engineering from SEK International University.

Our Recipe for Success

Oshyn approaches the delivery of all our projects in a methodical manner. We don't subscribe to any single Systems Development Life Cycle (SDLC), but instead we have a best in breed approach where we use some elements of waterfall in the Discovery and Design phases and more of an Agile approach during the Develop and Deploy phases. Oshyn believes that in the early stages of the project we need to ensure that we fully understand the business strategy and spend the extra time developing a solution that will provide a solid foundation for years to come. During the Develop phase, we transition to an agile approach to allow our clients to see progress more quickly in order to provide us more rapid feedback. Oshyn understands that concepts that may have looked great in wireframes or even design comps may not be as effective when fully implemented and may have to be adjusted.

Areas of Expertise

CMS

Content Management Systems

Portals

Single point access

Social Media / Mobile Platforms

Twitter, Facebook, iPhone Apps

SOA

Service-Oriented Architecture

Overview of Clients

Volkswagen



Crispin Porter + Bogusky was redesigning Volkswagen's website as part of its brand repositioning. They called in the expertise of Oshyn for advanced website technology.

Read the [Success Story](#).

L Studio



Lexus created LStudio to inspire and encourage innovation. Lexus developed the L Studio website to share a collection of original web clips from art, culture, design, science, entertainment, architecture, and beyond. After successfully gaining celebrity participants, they realized they needed to get innovative with their Content Management or risk losing some of their star performers and website traffic.

Read the [Success Story](#).

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Microsoft - ZuneArts.net



With gaining popularity, including praise from New York City's Museum of Modern Art, Zune-Arts.net needed a richer content management system and more dynamic user experience.

Read the [Success Story](#).

Intent.com



When Deepak Chopra's daughter Mallika Chopra and former Yahoo! executive Sal Taylor Kidd set out to create the ultimate wellness destination, they selected Oshyn to build a customized Content Management System.

Read the [Success Story](#).

Coke Zero



Coke Zero was Coca-Cola's largest product launch in 22 years and engaged Crispin Porter + Bogusky to execute an online advertising campaign to attract a target market that did not traditionally consume diet beverages. Crispin Porter + Bogusky selected the expertise of Oshyn to create a unique digital advertisement for Fantasy Football fans.

Read the [Success Story](#).

Miramax



Award winning Miramax Films wanted to redesign their website to deliver an exhilarating movie theatre feel, complete with a cost-saving Content Management System.

Read the [Success Story](#).

Best Buy's Geek Squad



Best Buy's Geek Squad set out to build a dynamic new website for Agents to share some of the "hi-techiest, sci-fiest and most geeked-out things imaginable."

Read the [Success Story](#).

Agency Partner Program

Nobody better understands how to deliver technology solutions for traditional agencies like Oshyn does. We realize that delivering a project for you is much different that delivering one to an end client. That's why partner with us to deliver technology success for their clients.

Agency Partners

- 72andSunny
- Crispin Porter + Bogusky
- Ogilvy & Mather
- Saatchi & Saatchi
- Sisu Media
- Team One

Technology Partners

- Jahia
- Microsoft
- Open Text
- Oracle
- Rackspace
- Sitecore
- Vitria



Sharing Thought Leadership

Oshyn Thought Leaders regularly contribute to the blogosphere and frequently release whitepapers. They also speak at conferences to share insights in content management, integration with service-oriented architecture, and web development. Oshyn speaker availability varies by conference focus, presentation format and internal projects. To contact Oshyn regarding speaking engagements, please send an email to newbusiness@oshyn.com.

Blogs

- General
- Web Content Management
- Service Oriented Architecture
- Social Media and Mobile
- Rick Patri
- Software Development

Social Media



Logo Download

Oshyn's logo can be downloaded on the [Press Kit](#) page.

Media Contact

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