



FOR IMMEDIATE RELEASE

Godfrey Dadich Partners Strengthens Entertainment Practice, Appoints Dave O'Connor President

**Design Firm Expands Capabilities and Establishes
New York Presence**

Godfrey Dadich Partners, a design firm based in San Francisco, is bolstering its entertainment practice to increase the amount of premium film, television, and video content it develops and produces. Leading this endeavor is Dave O'Connor, who joins GDP as Partner, President of Entertainment, it was announced by co-CEOs Patrick Godfrey and Scott Dadich. WME will represent GDP in its entertainment endeavors.

With this expansion and appointment, GDP will tap into unique access and insights into the innovators and industries changing the way we live, to create everything from original unscripted series to branded content. The first example is "Pass the Mic," a short video for the Obama Foundation, directed by Academy Award winner Morgan Neville and recently produced by GDP, O'Connor, and RadicalMedia.

"We are thrilled to welcome Dave to our practice, further expanding GDP's capabilities and establishing our New York presence," noted Dadich. "Our collaborations to date show what we are capable of, and we look forward to producing more remarkable design strategies, experiences, and stories."

O'Connor comes to Godfrey Dadich from RadicalMedia, where he created and produced award-winning content. While there, he collaborated with Dadich on the critically acclaimed Netflix documentary series Abstract: The Art of Design. O'Connor served as an executive producer on the global television event MARS, with Imagine Entertainment's Ron Howard and Brian Grazer, for National Geographic Channel. He was an executive producer on the Judd Apatow and Michael Bonfiglio-helmed films Doc & Darryl for ESPN and May It Last: A Portrait of the Avett Brothers, in addition to multiple documentaries and television series with acclaimed director/producer Joe Berlinger. He also worked on numerous content initiatives for some of the world's most

**Godfrey
Dadich.**

140 NEW MONTGOMERY
17TH FLOOR
SAN FRANCISCO, CA 94105

110 WALL STREET
4TH FLOOR
NEW YORK, NY 10005

WWW.GODFREYDADICH.COM
INQUIRIES@GODFREYDADICH.COM



respected brands, including American Express, Nissan, Gap, P&G, Nike, and Sony PlayStation.

“Dave is an exceptionally creative filmmaker and producer with a deep understanding of the business, having contributed greatly to RadicalMedia’s growth,” added Godfrey. “He has proven connections to top talent and many of today’s most relevant media platforms, and together we’re now aligned to create even more extraordinary work.”

“The more Patrick, Scott, and I spoke, the more it became clear that we share a set of beliefs and interests—the industries that connect our work, the importance of our relationships, and the types of stories we want to tell,” O’Connor explained. “Our individual skill sets are oriented around a design worldview, creating work in a way that’s unique to GDP. We share a deeply held optimism and will tell empowering and inspiring stories in an elevated way that’s also fun and accessible. I’m looking forward to this new chapter while we at GDP continue to find ways to collaborate with our friends at RadicalMedia.”

Specializing in strategy, design, and content, Godfrey Dadich Partners was founded in January 2017 under co-CEOs Patrick Godfrey and Scott Dadich. GDP builds strategies that define purpose, designs for meaningful experiences, and content that drives action-oriented engagement.

ABOUT GODFREY DADICH PARTNERS

Godfrey Dadich Partners is a design firm founded in January 2017 under co-CEOs Patrick Godfrey and Scott Dadich. GDP designs strategies, experiences, and stories, setting a new standard for how inventive organizations inform, interact, and inspire.