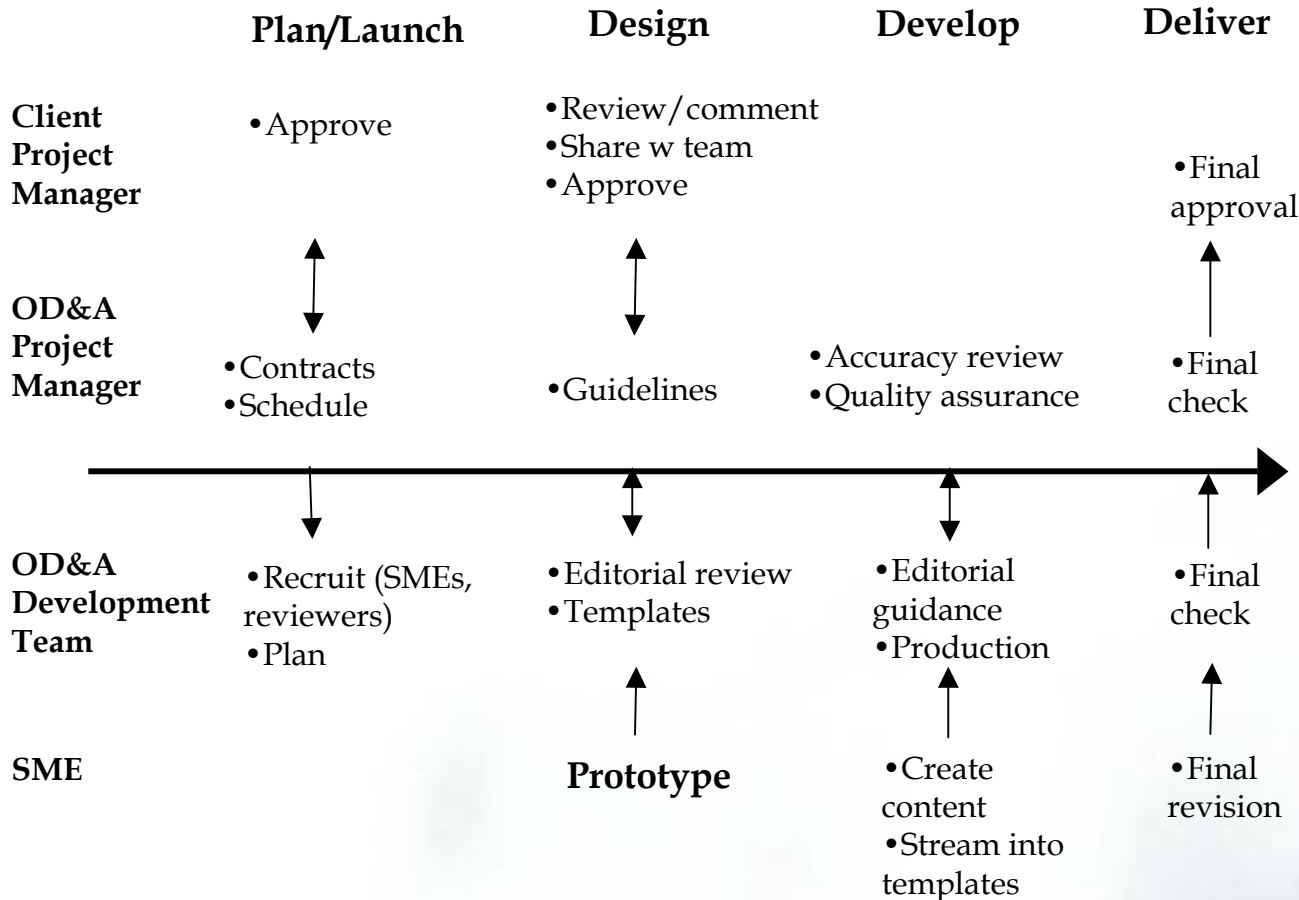


# OD&A Media Development Process



## OD&A Project Manager:

- Ensures product on time, in budget, to spec
- Communicates with client
- Coordinates the players
- Trouble shoots
- Puts out fires
- Replaces dud SMEs
- Manages (and trains) editorial & production team