

From Al Shackelford:

“In my 30 years as a Creative Director at Lands' End and Duluth Trading, I would rate Andy as one of the finest, most effective writers I've ever worked with, and a consummate creative professional. He played a huge part in making Lands' End successful in both the UK and Europe, taking the very human voice and powerful selling strategies that had been successful in the U.S. and making them work for the more sophisticated European audience. Having Andy taking the creative lead in the UK certainly made my job as head of all Lands' End creative much easier, and let me concentrate on the U.S. business. Lately, I've admired the work Andy has been doing on the Lands' End UK website – frankly, much better work than is being done on the Lands' End U.S. website. Lastly, I have always thoroughly enjoyed working with Andy, and admire him as a person.”