

# Integrative Logic Hires Lane Andrews as Creative Director

*Andrews brings an extensive background in design, video, interactive and print to IL's creative team.*

ATLANTA, Ga., Aug. 3 (SEND2PRESS NEWSWIRE) – Integrative Logic, a leading full-service, integrated database marketing provider, announces the addition of Lane Andrews as Creative Director. “We are excited to have Lane join the Integrative Logic family. He brings a range of agency and client-side experience in design, video, interactive and print to our company,” said John Gardner, president and CEO of Integrative Logic.

Andrews will be responsible for supervising all creative projects and staff to produce integrated direct-to-consumer marketing campaigns across multiple channels. He will also be in charge of the production of verbal, written and visual solutions, using a mixture of creative skills and creative innovation.

Andrews, a University of Georgia graduate, began his career at WSB-TV and WATL-TV in producer and art direction roles. He then worked for Blue Marble Media as senior art director before moving to Immucor, Inc. as their Creative Director.

## **About Integrative Logic:**

Integrative Logic is a direct-to-consumer marketing company serving clients in the United States, Canada, Europe, Mexico and the Caribbean.

Recognized as the top small business in Gwinnett County and ranked by Inc. magazine as one of the top 1200 fastest growing private companies in America, Integrative Logic is a leader in delivering highly effective, trackable, digital marketing solutions for companies across a range of verticals. Clients include Galderma Laboratories, Marriott(R) and Renaissance(R) Caribbean and Mexico Resorts and Alabama Policy Institute.

For more information visit [www.integrativelogic.com](http://www.integrativelogic.com).

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