

Recommendation 2:
A Continuous Lean
acl.com

I have worked with Al James on and off for over a decade. My 'Made In America' - focused media offering (A Continuous Lean) has an international following and in recent years has evolved from a website into an editorial newsletter, unique products and a podcast. I have utilized Al as an editorial writer and creative collaborator throughout my time running ACL. I've sent him to Seattle to write about the new Filson flagship experience, had him report on Patagonia's new hemp program and simply let him write about his favorite things in travel, culture and the outdoors. His editorial writing is top notch, but he also brings his digital strategy and POV from his time at agencies, specifically working closely with Nike. He gets how social, editorial and brand all work together to build a story and I've been lucky to utilize his experience at A Continuous Lean. He is a hard worker, a thoughtful teammate and in tune with the best in life whether it's books, music, travel or traditions. I recommend Al for all types of creative projects, but especially those that center around a brand with a compelling story to tell.

Michael Williams
Founder, Owner A Continuous Lean