

**FOR IMMEDIATE RELEASE**

Friday, January 29, 2021

Contact: McKenna Dowdle, 806-723-8232

**Lubbock Economic Development Alliance Welcomes  
Andrew Sorrells to the Recruitment Team**

(LUBBOCK) - The Lubbock Economic Development Alliance (LEDA) is pleased to announce the addition of Andrew Sorrells, project manager of business recruitment and innovation, to the recruitment team.

Sorrells recently earned his Masters in Business Administration from the University of Texas at Dallas. He is a graduate of Texas Tech University and a former member of the Texas Tech University Men's Basketball Team, ending his collegiate basketball career after the final buzzer at the April 2019 NCAA Championship game. It is through these experiences that Sorrells has gained team working and sales skills that enable him to be a great addition to the LEDA staff.

While in this position, Sorrells will work alongside Carolyn Rowley, director of business recruitment and innovation, and Rusty Smith, project manager of business recruitment and innovation, continuing the efforts to expand and relocate businesses to the "Hub City" and further the opportunities for our citizens to have good paying jobs.

"Andrew is a highly impressive young professional and we are excited to have him," said John Osborne, president and CEO of LEDA. "It is because of his strong work ethic and enthusiasm for Lubbock that we believe he will make a great addition to our office. Andrew has high potential in this industry and we look forward to his future here."

**About LEDA**

Since its inception in 2004, LEDA has assisted 192 companies with their expansion or relocation to Lubbock. These companies committed to creating 8,714 jobs and investing more than \$1.2 billion in new capital improvements that have resulted in \$1.5 billion in value-added impact to the Lubbock area.

###