



Andy Prakken

August 10, 1957 - July 22, 2021

Andrew John Prakken was born in Detroit, Michigan. He passed away unexpectedly from heart complications on Thursday, July 22, 2021. Andy spent his youth in Bloomfield Township and most recently resided in Berkley, MI. He was so proud to have also lived in three different spots in Detroit long before it was cool to move downtown. Andy was ahead of every curve from business to music—his brilliance was unparalleled.

He was a gifted musician and guitar savant from the time he was ten years old playing in innumerable bands throughout his lifetime and professionally trained with a college double major in both business as well as music. Andy worked with several well-known musical talents throughout his life and was the lead guitarist for the UPN TV 50 program U.V.D.O. back in the 90s. He most recently started a new band called the Madcappers, which played their first gig just over a week ago in Royal Oak. Andy was seen that night shredding his guitar during a solo to WHITE ROOM, by Derek and the Dominos as the audience rocked out.

Andy's business life was exemplary from the moment he stepped into the advertising and marketing arena almost forty years ago. He was always ahead of the curve whether it was running multiple teams across several media and analytics disciplines or just leading by example. He managed hundreds of people as he enjoyed an unbeaten career building marketing

programs for some of the country's top brands, such as Ford Motor company, Domino's Pizza, Kohl's, Bosch, and many others.

His work has been published in Harvard Business School case studies, McGraw-Hill college marketing textbooks, The New York Times and The Wall Street Journal—not to mention he has won numerous industry awards as well.

Andy was adored by his teams and was a well-respected leader in the business as EVP, Chief Media Officer at JWT /Team Detroit (Ford's Global Advertising Agency) and most recently as EVP, Chief Integration Officer at DP+.

Andy was the adoring father to his two daughters who meant everything to him and what gave him the best purpose--Kaitlin Prakken (26) and Adriana Prakken (22). He was also deeply devoted to the love of his life, his forever partner, Lynn Pellerito as they kept each other often laughing and crying about all-things life presented. He was the greatest little brother to Jan (Bob) Serra, as well as the consummate opponent in ping pong, foosball and billiards to his two older brothers Mark and Larry Prakken. Andy is preceded in death by his parents Jack and Kathryn Prakken, as well as his sister Shauna Prakken. He was loved and cherished by his stepmother Sybil Prakken, in addition to his late stepbrother Ed Holton (Melany), stepsister Liana Holton (late Debbie Mortimer) and stepbrother Mark Holton (Sheryl). Andy was blessed with many incredible nieces, nephews and cousins. His immediate family and extended family were of incredible importance to him.

Andy will be most remembered not only for his love of family and his deeply rooted friendships, but also for his great love of his dogs Mojo and Cheech. He also delighted in all travel—especially beaches, sunsets and the open water. While he often felt that Covid-19 brought much heartache to many, as well as kept him from seeing his girls and his stepmom Sybil for extended

periods of time, he also found incredible blessings that he cherished, including nine weeks with Lynn working the whole time; dogs by his side and just steps away from the ocean in Florida.

Andy also wanted men's neck ties forever prohibited in all walks of life and deemed flip-flops as a mandatory part of our daily work uniform.

Flip flops or sandals are requested to be worn at his funeral service this Friday.

Public visitation will be Thursday, July 29th from 2p-8p, at Wm. Sullivan & Son Funeral Home, 705 W. 11 Mile Road, Royal Oak, MI 48067. Instate Friday, July 30th 10a-11a with services immediately following at Our Lady of La Salette Church, 2600 Harvard Road, Berkley, MI 48072

In lieu of flowers, please do something nice for someone. Andy would like that. Otherwise, donations could be made to one of his favorite places on the planet--The Detroit Zoo or to DIME Detroit (Detroit Institute of Music Education).

Previous Events

Visitation

JUL **29**. 2:00 PM - 8:00 PM (ET)

Wm. Sullivan and Son Funeral Directors-Royal Oak
705 W. Eleven Mile Road
Royal Oak, MI 48067
(248) 541-7000
royal@sullivanfh.com
<https://www.sullivanfuneraldirectors.com/>

Funeral Service

JUL **30**. 11:00 AM (ET)

Our Lady of LaSalette Catholic Church
2600 Harvard Road
Berkley, MI 48072

Tribute Wall

KC

“ 2 files added to the album Memories Album



Kevin Christman - February 24, 2022 at 11:59 AM

JH

“ I remember when your sister taught us how to play guitar and we started our first little band in seventh grade. We played our first gig at a house party, we probably had three full songs.

We went on to play various little gigs at parties and battle of bands at Barnum and Derby middle schools, and then Seaholm high school. For a brief period in our lives, we were rock stars with big amps and lights and stuff. We drifted away to college and work in other parts of the country.

I had always hoped to hook up with you for a jam when I was back in town. I'm sorry we waited too long. You and Steve and I will always be best friends forever.

Sending peace and all my love to your family and friends.

I will miss you my brother but will always have memories of that time that will never, ever, leave me.



John Haro - December 09, 2021 at 06:32 PM

KE

“ *Dear Prakken Family,
I remember the quiet kindness Andy showed in several meetings over the the past years. I am so sorry for your loss. Keeping your family close in my thoughts and prayers.
Sincerely,
Katie Cotant*

katie c. emerine - August 04, 2021 at 12:50 AM

JM

“ *From the entire Shrine Catholic Schools, our prayers go out to the Prakken family, especially Mrs. Prakken, Kaitlin and Adrianna. Our thoughts and sympathies go out to you all. What a sweet and giving man, with a wonderful heart.*

James Mio - July 29, 2021 at 09:21 AM

MM

“ *I had the honor of working with Andy for over 20 years. Andy was a rock star. A brilliant star -- always the smartest man in the room. The poets call the stars the forget-me-nots of the angels. Andy gave us so many wonderful things to remember. A super star.*

- Michael McDonald

Michael McDonald - July 29, 2021 at 08:11 AM

CK

“ Andrew Prakken

My best friend for over 40 years. Andy, you are so sorely missed and always will be.

Such a level headed, pleasant and fun friend, I'm sure I'll never know anyone with your caliber of charm (meaning just great realistic and thoughtful personality), intelligence, creativity but also discipline and willingness to work. A rare combination.

To Kaitlin and Adrianna, my deepest sympathy and heartfelt condolences; losing your wonderful father must be heart-wrenching for you (as it is for all who knew him). Count your blessings that you had such a great father to raise you. I was always so impressed with both of your lovely parents and the harmony that they maintained.

It was actually music that prompted my good fortune in meeting Andy while we were in college at Oakland University. We had calculus and physics of music classes together one semester. And, going to the physics of music class I carried a musical instrument because I had an ancient music class immediately preceding the physics class. So, Andy started a conversation asking about the instrument. After that we continued to get acquainted and studied for both calculus and physics throughout that semester. I was thrilled thereafter to be invited to share in so many aspects of his outstanding pursuits; a major upgrade to my life! (That's not to denigrate my life and other friends...). Spending time with the Prakken family on so many occasions, and being received with such genuine hospitality has been so valuable to me.

It's terrible to lose anyone at any point in their life, young or elderly. Maybe the only antidote is to consciously appreciate the gifts they brought us in the time we had. And try to emulate those gifts, 'paying them forward' to others.

Thanks so much, my friend, for being so generous as to share the fourth dimension, time, with me.

Chris Koshorek - July 28, 2021 at 07:54 PM

GP

“ I had the honor and privilege of working with Andy for many years at JWT. He was a true leader and his insights helped me guide our creative work for our Ford clients. He had a great sense of humor and I enjoyed our time together. He will be missed and I send my condolences and prayers to Lynn, Kaitlin and Adriana and all of Andy's family. I'm grateful for the many memories I have working with a great man. God bless.

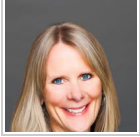
George Piliouras - July 28, 2021 at 12:46 PM

BC

“ When I think of Andy the first thing that comes to mind is not his brilliance, wit, or boundless musical talent - it's his kindness. He treated everyone with dignity and respect - the true mark of a good man. My heartfelt condolences to his family.

Brad Carse

Brad Carse - July 28, 2021 at 08:16 AM



“ *The Dead*

*The dead are always looking down on us, they say.
while we are putting on our shoes or making a sandwich,
they are looking down through the glass bottom boats of heaven
as they row themselves slowly through eternity.*

*They watch the tops of our heads moving below on earth,
and when we lie down in a field or on a couch,
drugged perhaps by the hum of a long afternoon,
they think we are looking back at them,
which makes them lift their oars and fall silent
and wait, like parents, for us to close our eyes.*

---Billy Collins

*Andy - we are gazing to the heavens - hoping you see our watery
eyes filled with gratitude for having known you. May you rest easy in
grace and love.*

*In 1999, I met Andy - the leader of the brain trust at JWT/Team
Detroit who contributed to everyone's (especially my) success at
Ford with his smarts, his creativity, his can-do spirit, and
indefatigable work ethic. Over 20+ years - Andy was always so
gracious and generous sharing his time, his innovative ideas and
peerless talent. How lucky I am to hold the memory of Andy in my
heart. My deepest sympathy to Lynn, Kaitlin and Adriana and the
rest of Andy's family - you are all in my prayers as I look toward the
stars.*

Jan Valentic

Jan Valentic - July 27, 2021 at 10:04 AM

CS

“ Andy was not only a mentor, boss, but a true friend, we stayed in touch even after leaving JWT, his genius is what fueled my continued interest in media. He always had a friendly approach, supported the young minds coming in and out of the agency and was loyal to the end.

When ever asked who had the most impact on your career Andy is at the top of my list. May he rest in peace, hopefully his family can take solace in the impact he had a on the people he touched.

Chris Schembri

Chris Schembri - July 27, 2021 at 09:37 AM

DJ

“ He was “One of the Good Guys” is how many people talk about Andy and I include myself on that list. We not only worked together at JWT ... we would see each other at Berkley youth soccer where our daughters both played and then after JWT when he moved on to DP+.

Andy was the real deal... intelligent, socially conscience, willing to listen to an alternate POV and very loving to his family and friends.

I am thankful our paths crossed and those of us who have known him will miss him dearly.

David Jansen

David Jansen - July 27, 2021 at 08:08 AM

DL

“ I worked with Andy for many years at JWT and Team Detroit. Andy was brilliant. So talented, visionary and creative. More importantly, Andy was kind, funny and down-to-earth. He was a great friend and loyal supporter of mine over the years. He was truly one of the good guys in our business. My thoughts and prayers are with Lynn and Andy's daughters.

Dave Latta - July 26, 2021 at 07:40 PM

SK

I echo Dave's sentiments. I played music in a local band with Andy going back to 2018...The MadCappers'. Andy was not just a smart business person in advertising, he could 'play a guitar just like ringing a bell!' Those who knew Andy were very fortunate, whether for 3 years or 40+. He always brought his A-game to whatever endeavor he got involved with. A true gentleman and I for one will forever miss his exceptional guitar playing skills. Thank you Andy...for touching our lives with such class and art and precision. God Bless always!

Steven Kelly - July 26, 2021 at 08:33 PM



“ Condolences to Lynn, Kaitlin and Adriana. Andy was a kind and caring guy. Always speaking and waving to everyone he'd see in the halls of J. Walter Thompson, aka Team Detroit and GTB. It was a pleasure to know and work with Andy and he will certainly be missed.



Love,

Juanita R. Roye

Juanita Roye - July 26, 2021 at 04:25 PM

JE

“ While I met Andy back in the JWT days, he and I spend most of our time talking music. I recently sent him a chart and rough mix of something I thought he'd like to hear. He immediately texted a suggestion: "Try some horns." You never could go wrong with Andy's advice...looks like I'll be tracking horns in the near future.

jeff ewald - July 26, 2021 at 12:49 PM

TB

“ Andy was SUCH a pleasure to work with and be around. He always had good ideas, he always had a smile, he was so positive and yet at the same time pragmatic. His team was incredibly loyal to him because he dealt with people with respect. He was a great leader. I am so sorry to hear this news and I know he will be very missed.

Toby Barlow - July 26, 2021 at 11:47 AM

PC

“ I pray that Peace and Wisdom be granted to Lynn, Andy's girls, all his family and friends. It was a blessing to work with Andy for many years and many iterations of J. Walter Thomspon. Advertising can be a tough life. He found a way to do it with grace. Thanks Andy for never making me feel I was interrupting you when I'd show up at your office after "regular" work hours, with a need for your insights on a new agency or client challenge; especially while you were musing while playing your guitar. Fly high Andy.

Pam Csatari - July 26, 2021 at 10:04 AM

PA

“ 1 file added to the tribute wall



Paul Andrews - July 25, 2021 at 09:48 PM

PC

“ *Andy and I worked together at TeamDetroit. Smart, hard working, intensely loyal and supportive of his team - Andy whether through good times or challenges - was always positive, open and upbeat. He impacted all of us. He'll be missed. Phil*

Phil Cowdell - July 25, 2021 at 09:15 PM

PA

“ I had the good fortune of sharing a cubical office with Andy back in 1984. The super tight workspace with two chairs and one phone proved to be so successful we ended up sharing a couple different apartments over several years. Andy was the ultimate roommate since he was super smart, had a great sense of humor, spent less than 30 seconds in the shower and put up with me and my girlfriend from NYC. Andy’s infectious smile always made us all smile. Andy’s ability to listen our trivial challenges made us realize how unique and special he was to both Nancy and me.

Over the next 30+ years Andy would always make time to connect over the phone or for a cheap meal or couple beers. He loved updating me on his daughters and our mutual friends. I think Andy would define his success in life based on his family and his many, many friends he made through work, music, investment club, ping-pong and even waterskiing. I will miss my friend, confidante, mentor and roommate.

Paul Andrews - July 25, 2021 at 09:01 PM

ZB

“ I've known Andy for more than 40 years. One thing never changed. He always greeted everyone with a sweet smile. We will always remember you for your intelligence, kindness and talent as a musician and media whiz. RIP Andy and help guide and watch over Lynn, your girls and all your family and friends who loved you so much.

Zoila Brown - July 25, 2021 at 05:34 PM

PS

“ Andy and I go back to 1992 at JWT/Detroit. I joined this traditional 'powerhouse' agency in Detroit to help establish "non-traditional" consumer and BtoB communication initiatives for client product and service brands. Andy's background in media research (e.g. does it work, does it move consumers to take action, when is a client's spending optimized or too high to deliver any more awareness or sell-through) would soon put this leadership thinking, leadership thinking skills and vision of meshing new technology with established in high gear. He paired a talented group of individuals around his ideal of how this should all work together. I will be forever grateful for his patience in this process and for the wisdom imparted to all who worked with his bigger plan. RIP Andy. You are clearly being called for another piece of original thinking.

My sincere condolences to Lynn, Kaitlin and Adriana.

Peter Stroh - July 25, 2021 at 05:28 PM

SS

“ Heartfelt condolences to Lynn and the family. Andy was on of the Good Ones. We all have been blessed with having him in our lives and will hold him in memory.

Steve Stepanek - July 25, 2021 at 09:21 AM

PE

“ Condolences from the Earl family, Andy will be missed. Andy was a great guy, funny and a wonderful musician



Pamela Earl - July 25, 2021 at 03:03 AM

BL

“ Andy was a beautiful golden kind of guy. Funny, thoughtful, sophisticated, caring, genteel. A man of the world. The best friend a person could have. I loved him more than a brother. My memories abound in vacations we shared and musical triumphs we had as well. Andy's brilliance on guitar was never anything he felt he really needed to put out to the public. He was content just to shred licks in an easy chair. We played one last gig on 7/16/21. He played as fantastic as ever! - Love to all who knew this magnificent individual.

Bob Lippitt - July 24, 2021 at 06:12 PM

DH

“ Andy was the younger brother of Larry who, along with Jim Defebaugh, was my roommate for three years at MSU. I got to know Andy through Larry. Back in the day, we had nicknamed Andy "Android" or just "Droid", in part because he was an inhumanly good guitar player. Andy was always upbeat and a lot of fun to be around. When Larry moved out of state, I lost contact with both Larry and Andy but hooked back up with them after I retired. Andy continued to be a very positive and fun loving guy. I am sure he will be missed by family and friends. God Bless His Soul.

Dennis Hearon - July 24, 2021 at 05:53 PM

JD

“ During college years and beyond Andy and I played in a band together. More than just a fantastic guitar player, Andy was a good friend you could always count on. Andy always appreciated diversity and was inclusive by nature long before the world recognized how important this was. We went our separate ways with me heading to Seattle for work many many years ago, but Andy and I reunited a couple years ago in Detroit and stayed in regular contact since then. Lots of life passed us by over the years in between, but Andy was the same positive spirit and thoughtful soul he always was. My sincerest condolences to my good friend, college roommate and Andy’s brother Larry and the rest of Andy’s family. I hope to be able to fly in from Seattle for the funeral.

Jim Defebaugh - July 24, 2021 at 04:51 PM

TC

“ Andy was a friend and someone I always looked up to, admired and respected. He always treated me with respect and was very helpful to me especially in my sales career. He was a true professional and such a big part of the Detroit Ad community. He was a wonderful guy and I will miss him. God's blessing's to his family and may his memory be eternal. Trevor Copacia

Trevor Copacia - July 24, 2021 at 09:17 AM