



# JOE ANDREWS

www.joe-andrews.com  
joeandrews.substack.com

joe\_andrews8@icloud.com  
(630) 746-1214  
Joe-Andrews8  
@joe\_andrews8

## EXPERIENCE

### IMPOSSIBLE FOODS

Senior Product Launch Specialist and Product Manager

Redwood City, CA  
June 2021 - Present

- Developing end-to-end portfolio strategy for a major new market, overseeing concept and product definition for 6 new products, and managing a portfolio of 18 SKUs across 6 markets as a product manager
- Directed launch program management for 47+ products, ensuring key deliverables and launch activities were completed on-schedule, driving alignment across teams on launch strategy decisions, and helping expand Impossible's US retail portfolio by 11x
- Lead biweekly meetings with leadership and cross-functional teams to proactively detect issues that could impact GTM success and find solutions that maintain the program schedule and align with company goals
- Built program and portfolio management tools in Smartsheets and Google Sheets to create clear sources of truth for business-critical information and funnel updates on program activities throughout the org
- Coordinating a major brand refresh across 70 SKUs, setting messaging and positioning guidelines for the GTM teams and adapting artwork and asset development processes to function at 10x higher capacity
- Leading a cross-functional team of 15 people in shepherding this new branding from manufacturing readiness through in-market launch, creating dashboards that monitor rollout progress and reporting findings to the executive leadership team

### APPLE

Public Relations Intern

Cupertino, CA  
Summer 2020

- Coordinated a cross-functional marketing effort across 7 global markets highlighting major iOS 14 and macOS Big Sur software features, ensuring international markets maintained brand-aligned messaging
- Developed comms strategy and consumer-facing positioning for a significant Final Cut Pro software update that enhanced remote workflows and sped up editing for content creators
- Managed scheduling and product shipping logistics for a major Mac product launch moment, collaborating with PR managers on messaging strategy and supporting day-of launch activities and press briefings
- Made recommendations on PR strategy to team leadership by analyzing daily Mac press coverage and evaluating its alignment to our product positioning goals
- Created reports for PR leadership evaluating the reaction to Apple's macOS redesign and processor transition

### BBDO WORLDWIDE

Special Projects Intern

London, England  
Fall 2019

- Analyzed financial information across 27 international markets, summarized findings in dashboards and reports, and shared learnings with finance leadership
- Automated Excel spreadsheets to quickly process accounting data and produce routine financial reports

### CNBC

Breaking News Desk and Strategic Content Intern

Englewood Cliffs, NJ  
Summer 2019

- Pitched, developed, and wrote feature stories that discussed emerging technologies like generative AI deepfakes, full genome sequencing, plant-based meat, and the internet of things
- Published 18 times in ten weeks, generating +500k page views for CNBC.com

## EDUCATION

### UNIVERSITY OF NOTRE DAME

Bachelor of Business Administration | Major in Business Analytics | Minor in Journalism

Notre Dame, IN  
GPA: 3.90/4

- Recipient of four-year Devine Merit Scholarship and Student Ambassador for the admissions office

## SKILLS AND CERTIFICATIONS

Adobe Photoshop, Affinity Photo, Final Cut Pro, Logic Pro  
Apple Keynote, Google Workspace, Microsoft Office  
Familiarity with SQL, Python, and R

Smartsheets, Airtable  
ChatGPT, DALL-E, Claude, and Midjourney prompting  
Apple Certified Support Professional, Tableau Desktop Specialist

Interests: writing music, photography, creative writing, hiking and camping, traveling, going to concerts, tennis, graphic design