



SANDRA ANDREWS

Scaling for growth through
digital transformation,
strategy and innovation

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Sandra Andrews is a strategic marketing, product and operations executive, advisor and speaker who delivers billion-dollar growth and transformation through innovative marketing, product leadership and business development – with an entrepreneurial spirit. She leverages product management expertise, broad and deep industry knowledge and creativity to deliver profitable business outcomes. Sandra has the keen ability to take on a new industry, market and channel, quickly learning and assessing the where and how to create – then achieve – the best business opportunity. She has a successful record of driving businesses through digital transformation while maintaining customer obsession.

Sandra serves on the board of Gene Juarez Salon & Spas, a ten location and two academy business with a notable brand and 48 year history of award winning services. Sandra's expertise in building signature experiences has helped reimagine the guest experience for GJ. She is actively guiding technology innovation and transforming targeted marketing to grow the business.

Understanding technology and trends impacting business success provides the unique combination in which Sandra is able to pinpoint opportunities for innovation and improved experiences. Sandra serves as a key advisor to Voiceltt, an AI & machine learning company with a revolutionary mobile application that translates non-standard speech patterns into clear speech in real-time. Supported by her leadership, Voiceltt was the recipient of the Microsoft 2018 AI for Good award resulting in Microsoft investment and partnership.

Sandra's retail experience is as the global Head of Marketing for Microsoft Retail Stores, where she is accountable for end-to-end marketing operations across 100+ locations. She manages budgets of more than \$65M and leads over 150 employees. After joining the Microsoft Store team as a startup venture with less than 10 members, she has been a key player of the leadership team for the past decade to achieve global scale and a reputation for incredible experiences.

Sandra has transformed business practices and operations within Microsoft Stores into strategic product solutions that are packaged and available to other retailers and branch-based businesses. Her ability to modernize a business for immediate growth impact sets her apart. She is a leader in reinventing retail and sold the first-ever \$100M+ premium in-store merchandising partnership, creating a new cost recovery program model that leverages win-win brand partnerships.

Earlier in her career, Sandra led the business between Microsoft & Amazon driving an unprecedented development partnership agreement with Amazon and over \$250M in annual revenue. Before joining Microsoft, Sandra was Director of Venture Selection for iStart Ventures, ran Business Development for Online Interactive, Inc., and did Channel Sales for Visio Corporation.

A respected thought leader, Sandra presented an internal TED Talk on "AI & Bots" in 2017 and spoke on Experiential Marketing at the 2019 Retail Stores.org Industry Event. She holds a Bachelor of Arts in Marketing, Foster School of Business, and a Bachelor of Science in Psychology from the University of Washington, Seattle.