

Draft Citation Jo-Anne Doyle Knysh 2018 Distinguished Alumna

Jo-Anne Doyle Knysh from Sherwood, PEI, graduated from the University of Prince Edward Island in 1980 with a Bachelor of Business degree. Following graduation Jo-Anne moved to Toronto to work for Clarkson Gordon (now Ernst and Young) and became a Chartered Accountant in 1982.

She continued to work in public accounting until moving to the San Francisco Bay Area in 1988. The move was supposed to be for two or three years but like all well laid plans, 30 years later, she is still there.

She joined Apple's Finance team in early 1989 and worked in a variety of positions. The early years were pretty turbulent with Apple almost becoming bankrupt in the mid 90s and then she participated in the dramatic changes to the company when Steve Jobs returned to Apple in 1996.

Following Steve's very clear leadership, direction, and vision for the Mac and other products, she became part of a revolution working as a 'change manager' with the sales and marketing teams as they launched the Bondi Blue iMac, the Think Different campaign, the iPod, and iTunes, which was all cutting edge technology at the time.

One of Jo-Anne's main responsibilities from 2001 to 2005 was to forecast the number of iPods that would be sold in the US, which looking back was an impossible number to imagine.

Jumping off of the amazing success in the iPod market, Jo-Anne was also part of the team that launched iPad in the United States to an overwhelming success.

Her current role at Apple is the Senior Finance Manager responsible for the Beats by Dr Dre business unit. Apple purchased Beats Music and Beats Electronics in July 2014 and she was an integral member of the due diligence and integration team for the Beats by Dr Dre headphone business. Beats Music has since been integrated into iTunes and turned into Apple Music while the headphone business has maintained a separate brand which she continues to help lead.

Outside of work Jo-Anne is committed community volunteer and breast cancer awareness advocate. Following a family health scare in 2015, Jo-Anne and her family have dedicated themselves to raising the awareness of breast cancer screening and women's health. She recently became a member of the board of directors with the US Friends of the Queen Elizabeth Hospital Foundation and has been a dedicated member of the home and school foundation in her local community for many years.

She has been one of the very few invitees to speak to the EMBA program at UPEI, about her experiences and is readily available to UPEI students to offer any mentorship she can.

Jo-Anne currently lives with her husband Brian in Saratoga, California while her two daughters Sara and Alison live in Chicago, Illinois. Although they are so far away they all consider PEI to be home and can be found here every summer at their Stanley Bridge cottage.

Jo-Anne serves as a strong role model for all UPEI students and alumni and the UPEI Alumni Association is proud to recognize her as a 2018 Distinguished Alumna.