



of New York City



## **Amy Ferris**

*Chief Marketing & Growth Officer,  
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Amy Ferris serves as Chief Growth Officer at Varo Bank, an all-digital consumer bank. Amy is responsible for growing Varo's customer base and driving impact in the communities that the company serves.

Prior to joining Varo, Amy served as Global Head of Marketing for Media Services at Apple, where she led marketing for high-profile consumer and entertainment services and launched new subscription businesses including Apple One, Apple TV+ and Apple News+. Prior to joining Apple, Amy served as VP of Global Consumer Marketing at Spotify, where she spearheaded campaigns to grow consumer brand recognition and subscriber loyalty. Prior to joining Spotify, Amy, served as Head of Marketing for Amazon Studios, where she built and scaled the marketing team, created the Amazon Studios brand, and launched several original scripted series. Prior to joining Amazon Studios, Amy served in senior marketing roles at Chevron and Levi's.

Amy received her B.A. in English and Communications from University of California, Santa Barbara, and her M.B.A. from the Haas School of Business at University of California, Berkeley.