

Biographical Description for The HistoryMakers® Video Oral History with James Andrews

PERSON

Andrews, James, 1970-

Alternative Names: James Andrews;

Life Dates: May 12, 1970-

Place of Birth: San Jose, California, USA

Residence: Pacific Palisades, CA

Occupations: Media Company Entrepreneur

Biographical Note

Media entrepreneur James Andrews was born on May 12, 1970 in San Jose, California. Andrews graduated from Palo Alto High School in Palo Alto, California in 1988. After attending Ventura College, Andrews transferred to University of California, Los Angeles (UCLA) from 1990 and 1992. After leaving UCLA, Andrews worked for Immortal Records, a defunct independent record label based in Los Angeles. In 1994, Andrews was hired as senior director of marketing for Columbia Records, developing the careers of established musical acts.

He was the executive vice president of marketing for the Ecko Unlimited clothing company before being named executive vice president for Urban Box Office in 1999. A year later, Andrews founded his own marketing company BrandInfluence. After working for global digital media company Isobar Global and global communications firm Ketchum, Andrews went on to co-found Everywhere and found Social People in 2009 and 2010, respectively. With Social People, Andrews' clients include the National Academy of Recording Arts and Sciences' 53rd Grammy Awards. He also launched Famous People LLP, a celebrity representation division that manages digital and social media assets on behalf of clients. Through Famous People LLP he worked with celebrities such as Jane Fonda and Chaka Khan. Additionally, Andrews served as a regular contributor to CNN and has appeared on the CNBC cable news network. He has been featured in Black Enterprise and Fast Company magazines.

He is married to his wife Sherrelle and has two children. Andrews resides in Atlanta Georgia.

James Andrews was interviewed by The HistoryMakers on March 18, 2012.

Related Entries

University of California, Los Angeles [STUDENTOF]
[from ? to ?]

Ventura College [STUDENTOF]
[from ? to ?]

[EMPLOYEEOF]
[from ? to ?]

Columbia Records [EMPLOYEEOF]
[from 1994 to 1998]

Senior Director, Marketing

Ecko Unlimited [EMPLOYEEOF]
[from 1998 to 1999]

Executive Vice President of Sales & Marketing

Urban Box Office Network [EMPLOYEEOF]
[from 1999 to 2000]

Executive Vice President

Brand Influence [EMPLOYEEOF]
[from 2000 to 2007]

Chief Digital Storyteller

Ketchum Inc. [EMPLOYEEOF]
[from 2007 to 2009]

V.P., Director Interactive

Isobar Global [EMPLOYEEOF]
[from 2007 to 2007]

Global Client Director

Everywhere [EMPLOYEEOF]
[from 2009 to 2010]

Co-Founder

Social People [EMPLOYEEOF]
[from 2010 to ?]

Founder

Social People [MEMBEROF]
[from 2010 to ?]

Founder

Delete [MEMBEROF]
[from 2010 to ?]

Co-founder

Summit Series [MEMBEROF]
[from 2011 to ?]

Participant