

**Sandie Hawkins, US General Manager, Global Business Solutions**

Sandie Hawkins is the US General Manager of Global Business Solutions at TikTok overseeing sales, business operations and marketing across the region for the TikTok For Business platform. Under her leadership, Sandie is building a world-class team and helping brand and agency partners meaningfully grow their businesses on TikTok.

Prior to TikTok, Sandie held an executive role at Adobe as VP and Head of America's for Adobe's Advertising Cloud where she had the opportunity to work with brands such as Wells Fargo, ALSAC/St. Jude's Children's Hospital, Humana, Thomson Reuters, and more. With leadership roles most recently at Varick, Underdog Media and Rocket Fuel, Sandie brings us an experienced leader with decades of experience in the advertising and technology industry.

Sandie graduated with honors from Brown University, where she still holds the school record for the javelin. She resides in Fairfield, CT with her husband, Charlie, 8-year-old daughter, Dylan, and her stubborn old dog, Woodrow.