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## **Joanie Wang**

**Head of Marketing**

**Expensify**

**Portland, OR**

[www.Expensify.com](http://www.Expensify.com)

### **Career Highlights:**

Joanie is a marketing and communications generalist interested in human behavior and the psychology behind what incentivizes people to action. As Director, Head of Marketing at Expensify, Joanie identifies creative and strategic opportunities to grow Expensify's brand around the world. Most recently she led Expensify's first nationwide advertising campaign, You Weren't Born to Do Expenses, for Super Bowl LIII. The campaign won 5 Cannes Lions awards and featured the world's first expensable commercial and music video, as well as an original track starring 2

Chainz and Adam Scott. She also spearheaded the launch of some of Expensify's

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goals and stress, evidence-based performance improvement, and happiness. I find her writing and workshops to be incredibly interesting and insightful and recommend her work for anyone who's looking to learn more about continued self improvement, leadership, and how to get shit done. She has created a few goals-based and habit-forming templates that I highly recommend for small project management. It's also really cool that she has put all of this in practice at her store, 11:11 Supply in Portland by curating her wares to focus on these themes.

- **Silence in the Age of Noise** is a thoughtful book written by Norwegian explorer Erling Kagge, the first person to reach the South Pole alone. The book explores what silence is, how to find it, and how to create it while complementing these ideas with his conversations with other explorers, artists, and people from all walks of life. It's a contemplative read that feels very much needed in a world constantly interrupted by noise.

**What websites/magazines do you use to keep up on news of the accounting profession?**

I subscribe to *CPA Practice Advisor* as well as *Accounting Today*, for my accounting profession-based news.

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[See all of the "20 Under 40" honorees for 2019.](#)

Accounting

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