 Mac   iPad   iPhone   Watch   TV   Music   Support   🔍   🛍

Apple Leadership

Eddy Cue
Senior Vice President,
Internet Software and Services

Eddy Cue is Apple's senior vice president of Internet Software and Services, reporting to CEO Tim Cook.

Eddy oversees Apple's industry-leading content stores including the iTunes Store and Apple Music, as well as Apple Pay, Maps, Search Ads, Apple's innovative iCloud services, and Apple's productivity and creativity apps. Eddy also leads the newly created team responsible for developing all aspects of Apple's worldwide video programming. Eddy's team has an excellent track record of building and strengthening online services to meet and exceed the high expectations of Apple's customers.

He joined Apple in 1989 and leads a large organization of amazing people. Eddy was instrumental in creating the Apple online store in 1998, the iTunes Store in 2003 and the App Store in 2008. He also played a key role in developing Apple's award-winning iLife suite of applications.

In his early years at Apple, he was a successful manager of software engineering and customer support teams.

Eddy was recognized by renowned cancer research center City of Hope with their 2014 Spirit of Life Award, honoring an individual whose work has fundamentally impacted the music, film and entertainment industry.

Eddy earned a bachelor's degree in Computer Science and Economics from Duke University.

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Shop and Learn	Apple Store	For Education	For Healthcare	Account
Mac	Find a Store	Apple and Education	Apple in Healthcare	Manage Your Apple ID
iPad	Genius Bar	Shop for College	Health on Apple Watch	Apple Store Account
iPhone	Today at Apple		Health Records on iPhone	iCloud.com
Watch	Apple Camp	**For Business**		
TV	Field Trip	Apple and Business	**Apple Values**	**About Apple**
Music	Apple Store App	Shop for Business	Accessibility	Newsroom
iTunes	Refurbished and Clearance		Education	Apple Leadership
		For Government		