

# OUR STORY



Apple is an American multinational technology company headquartered in Cupertino, California. The company was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976. It launched Apple I personal computer in 1976 and Apple II in 1977, coinciding with its incorporation as Apple Computer, Inc. The tech giant designs and sells consumer electronics, including iPhone, iPad, iPod, Mac, and Apple Watch. It also develops computer software and offers online services. In 2020, Apple launched new features and phones, including **iPhone 12 Mini and iPhone 12 Pro Max**. Currently, iPhone sales contribute more than 50% of Apple's revenues..

In Q1 ended December 26, 2020, Apple reported a record \$111.4 billion in revenues driven by strong iPhone sales. The company's quarterly revenue crossed \$100 billion for the first time in its history, with a **record \$65.6 billion from iPhone sales**. The quarter also saw an increase in Apple's international sales to 64%, indicating the company's rapid growth in markets like India. [2]

Apple is one of the Big Five companies in the US IT industry, along with [Google](#), [Microsoft](#), [Amazon](#), and [Facebook](#). To understand why Apple so successful, analyze its mission, vision, and values.

Here is an in-depth analysis of Apple's mission statement, vision, and values:

## Apple's Mission Statement

*"To bringing the best user experience to customers through innovative hardware, software, and services."*

## Apple's Vision Statement

*"To make the best products on earth and to leave the world better than we found it."*

## Meet The Team



**Tim Cook**  
CEO



**Katherine Adams**  
Senior Vice President and  
General Counsel



**Eddy Cue**  
Senior Vice President  
Services



**Craig Federighi**  
Senior Vice President  
Software Engineering



**John Giannandrea**  
Senior Vice President  
Machine Learning and  
AI Strategy



**Greg "Joz" Joswiak**  
Senior Vice President  
Worldwide Marketing



**Sabih Khan**  
Senior Vice President  
Operations



**Luca Maestri**  
Senior Vice President and  
Chief Financial Officer





**Deirdre O'Brien**  
Senior Vice President  
Retail



**Johnny Srouji**  
Senior Vice President  
Hardware Technologies



**John Ternus**  
Senior Vice President  
Hardware Engineering



**Jeff Williams**  
Chief Operating Officer



**Mike Fenger**  
Vice President  
Worldwide Sales



**Lisa Jackson**  
Vice President  
Environment, Policy and  
Social Initiatives



**Isabel Ge Mahe**  
Vice President and Managing  
Director of Greater China



**Tor Myhren**  
Vice President  
Marketing Communications



**Adrian Perica**  
Vice President  
Corporate Development



**Kristin Huguet Quayle**  
Vice President  
Worldwide Communications



**Phil Schiller**  
Apple Fellow



**Carol Surface**  
Chief People Officer

