

PAUL BLEISCH

Sammamish, WA · pbleisch@acm.org · linkedin.com/in/pbleisch/ · www.paulbleisch.com

An entrepreneurially-minded product leader who has founded or led numerous efforts from incubation to v1 products to late-cycle product innovation for multi-billion-dollar products and platforms

A systematic strategic thinker who partners across disciplines and orgs to blend customer and business desires with technical needs to define the path forward

CORE COMPETENCIES

Strategic Insight & Planning
Creative & Critical Thinking
Innovation & Incubation
Technical Excellence – Cloud & Devices
Customer Discovery
Product Vision & Alignment

PROFESSIONAL EXPERIENCE

PRINCIPAL SOFTWARE ARCHITECT – Microsoft Corporation 10/2020 - present

- Established outcome-driven product planning systems for discovering, shaping, and prioritizing technology roadmap for production tools used by 500+ person creative organization
- Improved reliability and cost efficacy of devops and content production systems through KPI-driven processes
- Mentored and coached product and engineering peers and executive leadership on product management, software delivery, and live ops best practices

FOUNDER, CEO – contentloop 10/2019 - 10/2020

- Created a new SaaS product business based on market research and financial and staff forecasting
- Ran systematic customer discovery with 100s of prospective customers to identify mobile app development gaps
- Developed pricing and go-to-market plan for small and medium B2B sales motion
- Member of the inaugural cohort of Venture Out Startups program

PRINCIPAL SOFTWARE ARCHITECT – Microsoft Corporation 09/2017 - 10/2019

- Created a strategy targeting 250% revenue growth for a \$70M, 120-person product group
- Introduced strategic product planning incorporating customer, business, growth, product, and technology views
- Accountable for incubating multiple strategic initiatives including
 - Expanding the Playfab business to China (launched in 2020)
 - An innovative \$500MM travel and hospitality industry opportunity with C-suite engagement at Microsoft and multiple Fortune 500 companies

PRINCIPAL SOFTWARE ARCHITECT – Microsoft Corporation 02/2016 - 09/2017

- Founded the TruePlay effort to address critical challenges in online PC game cheating
- Created the product vision and roadmap that accounted for player, social, economic, legal, and technical impact
- Worked across Microsoft divisions to deliver a novel anti-cheat system as part of Windows 10 that included enhanced device protections and cloud-based cheat detection

PRINCIPAL SOFTWARE ENGINEERING MANAGER – Microsoft Corporation 06/2011 - 02/2016

- Led the team that delivered the multi-billion-dollar Xbox One application platform used by all apps and games
- Developed system architecture for APIs, runtimes, and technologies for a modern digital app platform
- Led efforts to define and align the Xbox One platform with Windows and Microsoft strategic goals for minimizing the cost and pain of app development

PRINCIPAL SOFTWARE ENGINEERING MANAGER – Microsoft Corporation 02/2006 - 06/2011

- Delivered the first community-run, console-based game development platform and app store
- Instrumental in delivering the v1 product while growing the team by 25+ people in 10 months
- Responsible for product vision and technical roadmap for multiple subsequent releases across Xbox 360, PC, and mobile devices

ENGINEER AND MANAGER on multiple additional console and PC games and computer graphics technologies from 1997 to 2006

BACHELORS OF SCIENCE, *Electrical & Computer Engineering, University of Illinois Urbana-Champaign*