

## Michael Rawding

Vice President Michael Rawding is responsible for Business Development, Products & Solutions Management, Partners and Global Execution for the Unlimited Potential Group at Microsoft Corporation. This group is charged with spearheading efforts to close the digital divide by creating new products and programs that will help bring social and economic opportunity to the estimated 5 billion people not yet realizing the benefits of technology. Through the expansion of the Microsoft® Unlimited Potential program, the company is accelerating its long-term commitment to transform education, foster local innovation, and enable jobs and opportunities globally.

In his most recent role as Vice President for special projects in Microsoft Corporate Affairs, Rawding created a proactive cross-company strategy to respond to large scale disasters and also helped develop an environmental sustainability strategy for the company. Before that, he served as corporate vice president of MSN® Global Sales and Marketing.

Before coming to MSN, Rawding spent seven years in a variety of senior management roles in Asia. From 2001 to 2005, while based in Tokyo, he was the president and CEO of Microsoft Japan and the president of Microsoft Asia. From 1998 to 2001 he led Microsoft's overall presence in Greater China from Beijing.

Earlier in his tenure at Microsoft, Rawding held a variety of marketing, business development and management roles focused on building Microsoft's presence in enterprise computing, with an emphasis on industry specific strategy development and execution.

Previous to joining Microsoft, Rawding spent five years with Unisys in product marketing and major account sales capacities. Before joining Unisys, he worked as a management consultant for Interdevelopment Inc., a small, privately held consulting firm specializing in cross-border technology transfer between European and U.S. companies.

Rawding has a bachelor's degree in political science and German from Middlebury College in Middlebury, VT. He currently serves on the board of Business for Diplomatic Action, a non-profit organization with a mission to enlist the U.S. business community in actions to improve the standing of America in the world. Locally in Seattle, he is a member of the board at Town Hall, which showcases the community's cultural energy with diverse music, arts and humanities, civic discourse, and world culture programming.

He enjoys biking, reading, cooking, travel, world music and spending time with his family.