

Bryan Lee
General Manager, Business Development, Xbox
Microsoft Corporation

As General Manager of Business Development for Xbox, Bryan Lee is responsible for all business activities related to the program. In this effort, his team partners with the other key Xbox teams – content, platform and sales & marketing – to maximize asset growth. Specifically, the business development team negotiates contracts, develops all business models for existing and new businesses and develops the long-term strategy for the group.

Lee joined Microsoft in August, 2000. Prior to that he was Senior Executive Vice President of Business Affairs at Columbia Pictures, where he was responsible for all business transactions at the studio. Lee holds a Bachelors of Accountancy degree from the University of Mississippi. Lee and his wife have 4 children.

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