J Allard
General Manager, Xbox Platform
Microsoft Corporation

As General Manager for the Xbox platform, J Allard focuses on empowering the world's best game developers with the hardware, services, tools and support to create intense, action-packed experiences for gamers. Allard's group is responsible for building the Xbox console and peripherals, operating system, development kits, Xbox Live, and oversees the relationships with publishers and developers world-wide.

During his 10 years with the company, Allard has been a major influence on Microsoft's Internet strategies. He joined the company out of college in 1991 and drove the TCP/IP networking strategy, defining the key APIs for Internet computing. He also worked to develop several industry standards to drive widespread adoption of TCP/IP and the Worldwide Web. Prior to joining the Xbox team as General Manager, Allard helped establish the strategy for Microsoft's .NET initiative.

At the end of 1999, Allard decided to return to his computing roots - videogames. An avid gamer, Allard has owned over 20 game consoles, starting with Pong and Oddessy, which sparked his interest in computing. When an Atari 2600 appeared one Christmas morning, he became permanently addicted to what would eventually become his career.

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