



Alan Bowman

**Director, Home and Retail Group
Microsoft Australia**

Alan Bowman is the Director for Microsoft Australia's Home and Retail Group.

Prior to his current role, Mr Bowman held the position of Director, End User Sales and Marketing which followed his time as Senior Marketing Manager, Desktop Applications in Microsoft's Asia Pacific Regional headquarters.

Joining Microsoft in March 1992 as Product Manager, Alan was appointed Marketing Services Manager in 1993, responsible for public relations, advertising, events and research, before undertaking the role of Product Marketing Manager for Microsoft Office.

Prior to joining Microsoft, Alan spent two years as the Sales and Marketing Director for the PGA Tour and held responsibility for corporate marketing, sponsorship and media sales. This followed seven years in various sales and marketing management roles with leading computer products distribution company, Imagineering.

In 1977, Alan commenced his role as a management undergraduate with Sydney based retailer Grace Bros. where he learned all facets of retail management, merchandising and advertising. He spent three years with the company in the position of Company Buyer for Personal Computers and Consumer Electronics.

Alan holds a Bachelor of Business, Marketing, University of Technology, Sydney and a Diploma of Management.