

John O'Rourke
Director of Xbox Marketing
Microsoft Corporation

As Director of Worldwide Marketing for Xbox, John O'Rourke is responsible for building the Xbox brand and driving consumer interest and demand for the video game system. In this role, O'Rourke manages advertising, PR, packaging, events, research, direct marketing and e-commerce for the Xbox system, as well as Xbox games published under the Microsoft label.

O'Rourke believes digital entertainment is the next great mass media revolution, and he recognizes that console games will be a primary force driving this revolution. His focus is defining and building the partnerships of change that will give digital entertainment critical mass. John connects gamers with game creators to ensure that Xbox builds the games that gamers really want.

From 1997-1999, O'Rourke was Director of Marketing for the Learning, Entertainment, and Productivity Division of Microsoft, which developed and marketed software in the home productivity, education, reference and games areas. Prior to that, he was a Group Product Marketing Manager for the Desktop Applications Division, responsible for the various marketing efforts of Microsoft's family of productivity applications including: Microsoft Office, Word, Excel, Access, PowerPoint, Outlook, Publisher, FrontPage and Works.

He joined Microsoft in January 1992 as Product Manager for Microsoft Publisher.

O'Rourke holds a bachelor of arts in business and a master's in business administration from the University of Washington.