

**Robert J. Bach**  
**Senior Vice President, Games Division/Chief Xbox Officer (CXO)**  
Microsoft Corp.

As senior vice president of the Games Division at Microsoft Corp. and chief Xbox officer (CXO), Robbie Bach directs a global division that is committed to delivering the most realistic, intense and action-packed game experiences to gamers around the world. In his role as CXO, Bach is responsible for managing the entire Xbox video game system effort, including the teams that drive hardware, third-party games development, games published under the Microsoft Game Studios label, Xbox operations, marketing, research, sales and support. He also manages a large group of networking engineers who are creating Xbox Live, the cutting-edge online game service that launches this fall.

Under Bach's leadership, Xbox has been enthusiastically embraced by the games industry and gamers alike. The world's top game companies have committed to Xbox, including more than 200 worldwide third-party publishers and developers such as Electronic Arts, Sega, Konami and Infogrames. In addition, many developers have signed on to create games under the Microsoft label.

From 1996 to 1998, Bach was vice president of the Learning, Entertainment and Productivity Division at Microsoft, which developed and marketed software in the home productivity, education, reference and games areas. Prior to that, he was the vice president of marketing for the Desktop Applications Division, where he was responsible for the marketing efforts of Microsoft's family of productivity applications, including Microsoft Office, Word, Excel, Access, the PowerPoint® presentation-graphics program, the Outlook® messaging and collaboration client, Publisher, the FrontPage® Web-site creation and management tool, and Works. From 1992 to 1996, Bach led various components of the Microsoft Office marketing effort, including managing the product launches for Office 4.x, Office 95 and Office 97. From 1990 to 1992, Bach served as the business operations manager for Microsoft Europe, reporting to the president of Microsoft Europe in Paris, where he coordinated business planning and strategy, budgeting, and special projects.

Bach joined Microsoft in August 1988 as product manager for Microsoft Works, where he was responsible for small business marketing and OEM programs.

Before coming to Microsoft, Bach was a financial analyst at Morgan Stanley & Co. He holds a bachelor's degree in economics from the University of North Carolina and a master's in business administration from Stanford University.

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