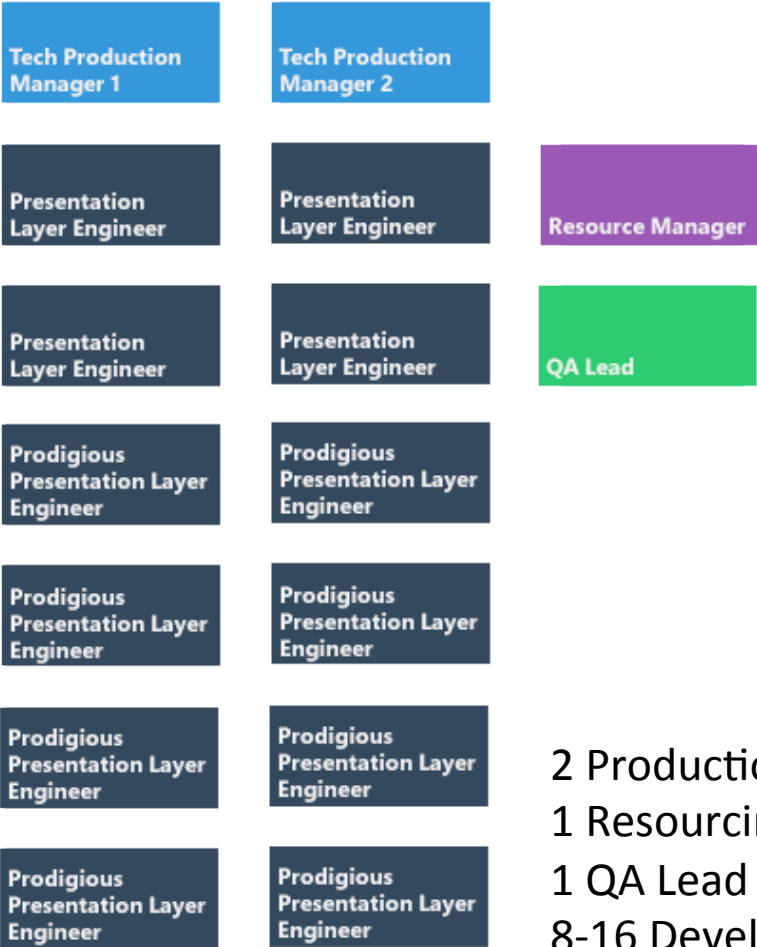


# Microsoft Digital Production Group

razorfish<sup>TM</sup>

# Current Structure: 2 Teams



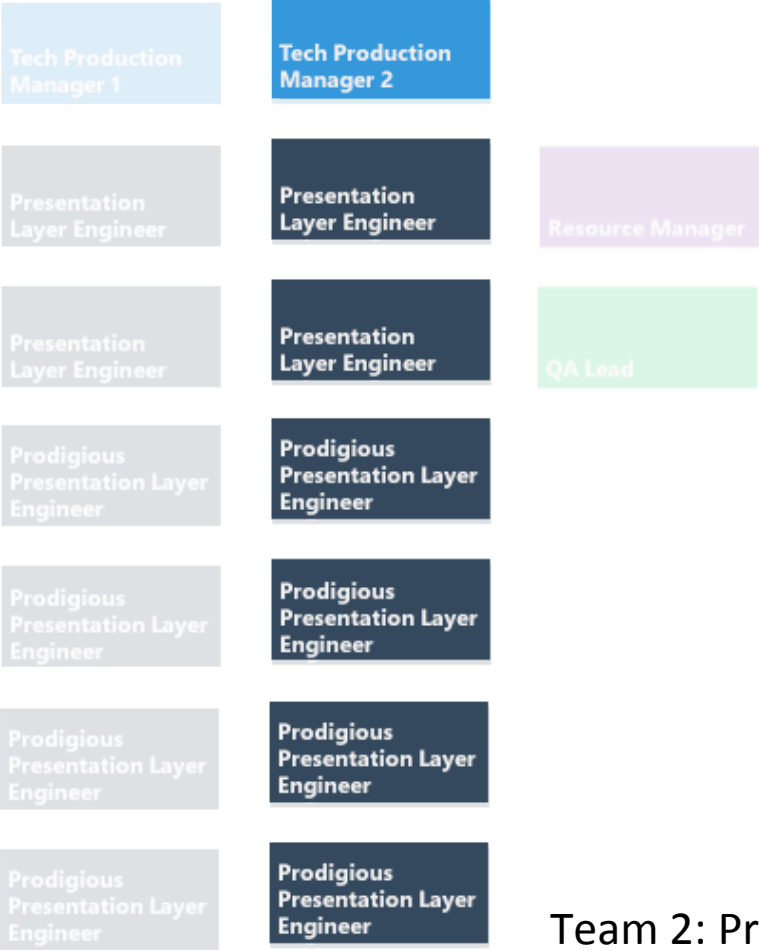
2 Production Managers  
1 Resourcing Manager  
1 QA Lead  
8-16 Developers

# Current Structure: 2 Teams



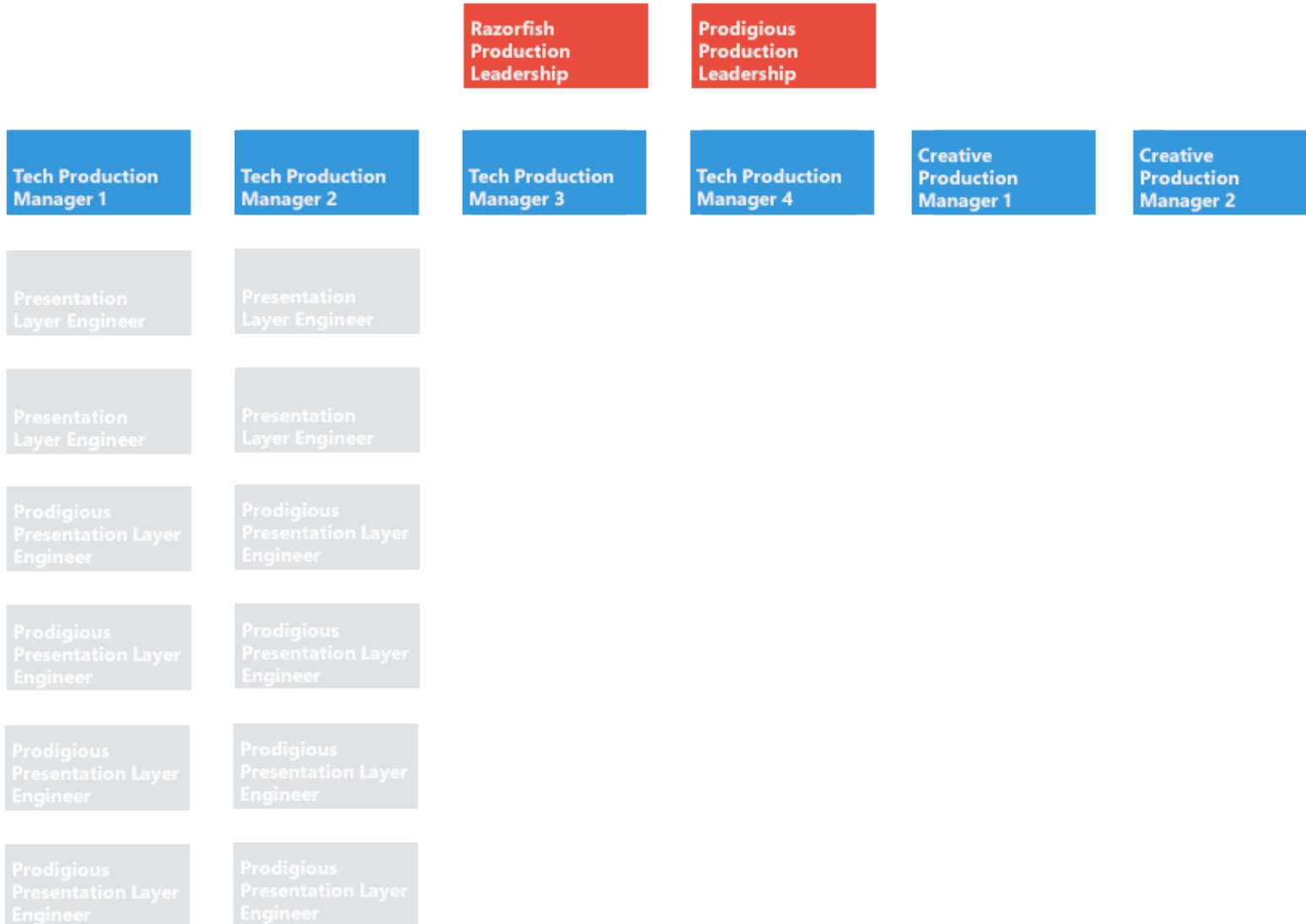
Team 1: Primarily Flash Development

# Current Structure: 2 Teams



Team 2: Primarily HTML5/Mobile Development

# Expanding the Group: Leadership



# Expanding the Group: Designers/Engineers

		Razorfish Production Leadership	Prodigious Production Leadership		
Tech Production Manager 1	Tech Production Manager 2	Tech Production Manager 3	Tech Production Manager 4	Creative Production Manager 1	Creative Production Manager 2
Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Production Designer	Production Designer
Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Production Designer	Production Designer
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer

Team 3: Social

# Expanding the Group: Designers/Engineers

		Razorfish Production Leadership	Prodigious Production Leadership		
Tech Production Manager 1	Tech Production Manager 2	Tech Production Manager 3	Tech Production Manager 4	Creative Production Manager 1	Creative Production Manager 2
Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Production Designer	Production Designer
Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Production Designer	Production Designer
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer

Team 4: HTML Email

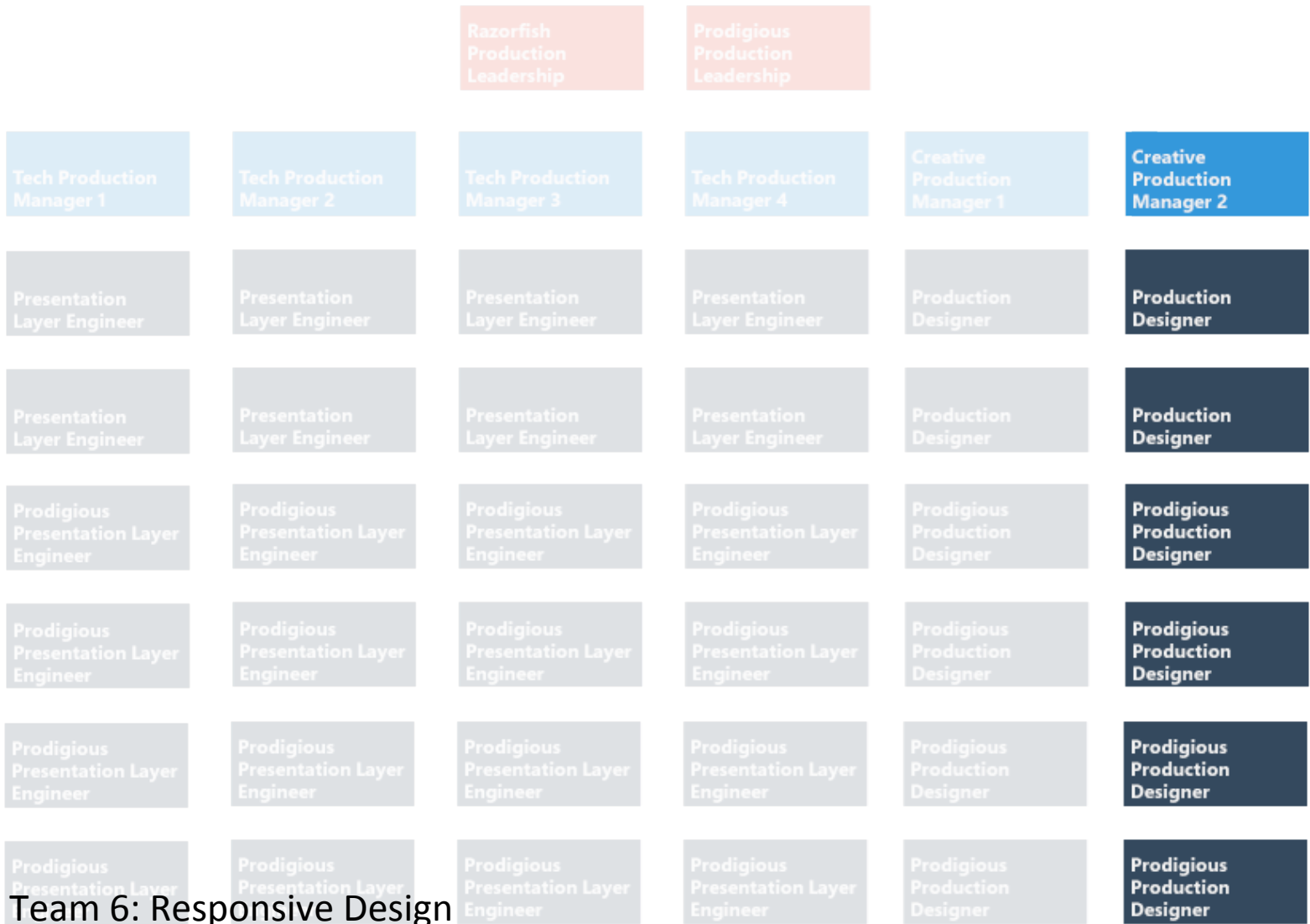
# Expanding the Group: Designers/Engineers

		Razorfish Production Leadership	Prodigious Production Leadership		
Tech Production Manager 1	Tech Production Manager 2	Tech Production Manager 3	Tech Production Manager 4	Creative Production Manager 1	Creative Production Manager 2
Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Production Designer	Production Designer
Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Production Designer	Production Designer
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer

Team 5: Motion Design



# Expanding the Group: Designers/Engineers



# Expanding the Group: Miscellaneous Roles



# Final Structure



# Razorfish Employees

		Razorfish Production Leadership	Prodigious Production Leadership			
Tech Production Manager 1	Tech Production Manager 2	Tech Production Manager 3	Tech Production Manager 4	Creative Production Manager 1	Creative Production Manager 2	
Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Production Designer	Production Designer	Information Architect / UX
Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Production Designer	Production Designer	Resource Manager
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer	QA Lead
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer	QA Analyst
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer	QA Analyst
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer	

# Prodigious Employees

		Razorfish Production Leadership	Prodigious Production Leadership			
Tech Production Manager 1	Tech Production Manager 2	Tech Production Manager 3	Tech Production Manager 4	Creative Production Manager 1	Creative Production Manager 2	
Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Production Designer	Production Designer	Information Architect / UX
Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Production Designer	Production Designer	Resource Manager
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer	QA Lead
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer	QA Analyst
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer	QA Analyst
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer	

# Final Structure

3-6 Technical Production Managers  
1-2 Creative Production Managers  
4-8 Developer/Designers per Production Team  
3-6 Miscellaneous Roles  
25-75 People per Production Group

# Microsoft Digital Production Group

		Razorfish Production Leadership	Prodigious Production Leadership			
Tech Production Manager 1	Tech Production Manager 2	Tech Production Manager 3	Tech Production Manager 4	Creative Production Manager 1	Creative Production Manager 2	
Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Production Designer	Production Designer	Information Architect / UX
Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Presentation Layer Engineer	Production Designer	Production Designer	Resource Manager
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer	QA Lead
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer	QA Analyst
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer	QA Analyst
Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Presentation Layer Engineer	Prodigious Production Designer	Prodigious Production Designer	