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Patterns: Microsoft Opportunities

Title × Account × Service from Microsoft-focused opportunities (Won + Lost).

Recurring Patterns (2+ engagements)

Title / Role	Service	Count
Program / Project Manager	Custom Dev	17
Manager	Custom Dev	8
Program / Project Manager	Creative	6
Program / Project Manager	Marketing Services	6
Product Manager / PMM	Creative	5
Program / Project Manager	BPO	4
Product Manager / PMM	Marketing Services	4
Manager	Marketing Services	3
Manager	Data & Analytics	3
Manager	Modern Workplace	3

Title / Role	Service	Count
IT	Custom Dev	2
Director of Marketing	Creative	2
Director (other)	Data & Analytics	2
Marketing Manager	Marketing Services	2
President / Owner / Principal	Custom Dev	2

By Account: Who Engages On What

Microsoft Prospects - Sales

- **Top service:** Custom Dev (28 engaged)
- **Titles:** Program / Project Manager (15), Manager (8), IT (2), CIO / CTO (1)
- **Second:** Creative (14)

Microsoft - IoT Business Acceleration R&D

- **Top service:** Custom Dev (1 engaged)
- **Titles:** Program / Project Manager (1)
- **Second:** Creative (1)

Microsoft - SCI Identity Product Marketing

- **Top service:** Creative (1 engaged)
- **Titles:** Product Manager / PMM (1)

Microsoft Commercial Edge Search

- **Top service:** Data & Analytics (1 engaged)
- **Titles:** Product Manager / PMM (1)

Microsoft - AI Cognitive Service

- **Top service:** Custom Dev (1 engaged)
- **Titles:** President / Owner / Principal (1)

Microsoft - Azure DevOps Marketing

- **Top service:** Custom Dev (1 engaged)
- **Titles:** Product Manager / PMM (1)

Microsoft GDC Office Marketing

- **Top service:** Creative (1 engaged)
- **Titles:** Content Lead (1)

Microsoft - Marvel - Liza

- **Top service:** Creative (1 engaged)
- **Titles:** Lead Content PM (1)

Microsoft WW Learning

- **Top service:** Marketing Services (1 engaged)
- **Titles:** Manager (1)

Microsoft - Business App Dynamics Product Marketing

- **Top service:** Creative (1 engaged)
- **Titles:** Director of Marketing (1)

Microsoft - Manufacturing Community Management

- **Top service:** Marketing Services (1 engaged)
- **Titles:** Manager (1)

Microsoft - AI Platform Management

- **Top service:** Custom Dev (1 engaged)
- **Titles:** Engineer / Developer (1)

By Title Role: Where They Engage

- **Program / Project Manager:** Services — Custom Dev (17), Creative (6), Marketing Services (6). Accounts — Microsoft Prospects - Sales (31), Microsoft - lot Business Acceleration R&D (2), Microsoft-ODSP PM (1)
- **Manager:** Services — Custom Dev (8), Data & Analytics (3), Marketing Services (3). Accounts — Microsoft Prospects - Sales (17), Microsoft WW Learning (1), Microsoft - Manufacturing Community Management (1)
- **Product Manager / PMM:** Services — Creative (5), Marketing Services (4), Data & Analytics (1). Accounts — Microsoft Prospects - Sales (6), Microsoft - SCI Identity Product Marketing (1), Microsoft Commercial Edge Search (1)
- **Marketing Manager:** Services — Marketing Services (2), Custom Dev (1), Creative (1). Accounts — Microsoft Prospects - Sales (3), Microsoft WWLP Business and Marketing Group (1)
- **Director (other):** Services — Data & Analytics (2), Creative (1), BPO (1). Accounts — Microsoft Prospects - Sales (4)
- **Engineer / Developer:** Services — Custom Dev (1), Creative (1), BPO (1). Accounts — Microsoft Prospects - Sales (2), Microsoft - AI Platform Management (1)
- **Director of Marketing:** Services — Creative (2). Accounts — Microsoft - Business App Dynamics Product Marketing (1), Microsoft Prospects - Sales (1)
- **President / Owner / Principal:** Services — Custom Dev (2). Accounts — Microsoft - AI Cognitive Service (1), Microsoft Prospects - Sales (1)
- **IT:** Services — Custom Dev (2). Accounts — Microsoft Prospects - Sales (2)
- **Secuiry Community Lead:** Services — Marketing Services (1). Accounts — Microsoft Prospects - Sales (1)
- **Architect:** Services — Marketing Services (1). Accounts — Microsoft Prospects - Sales (1)
- **Director of IT:** Services — Creative (1). Accounts — Microsoft Prospects - Sales (1)

- **Lead Content PM:** Services — Creative (1). Accounts — Microsoft - Marvel - Liza (1)
- **Specialist:** Services — Infrastructure (1). Accounts — Microsoft Prospects - Sales (1)
- **Content Lead:** Services — Creative (1). Accounts — Microsoft GDC Office Marketing (1)

Title × Source Campaign

Source	Title / Role	Count
Direct Sales - LinkedIn	Program / Project Manager	30
Direct Sales - LinkedIn	Manager	16
Direct Sales - LinkedIn	Product Manager / PMM	11
Direct Sales - LinkedIn	Director (other)	4
Direct Sales - LinkedIn	Marketing Manager	3
Direct Sales - LinkedIn	Engineer / Developer	2
Direct Sales - Existing Account Referral	Manager	2
Direct Sales - LinkedIn	Director of Marketing	2
Direct Sales - LinkedIn	President / Owner / Principal	2
Direct Sales - LinkedIn	IT	2
Direct Sales - Personal Network	Program / Project Manager	2
Direct Sales- Microsoft BPO Campaign	Program / Project Manager	2

Top sources: Direct Sales - LinkedIn (80), Direct Sales - Existing Account Referral (6), Direct Sales - Personal Network (3), Direct Sales- Microsoft BPO Campaign (2), Direct Sales - Outreach (2), Account Management Campaign (1)

Win Rate by Title × Service

- **Program / Project Manager × Custom Dev:** 1/17 Won (6%)
- **Manager × Custom Dev:** 0/8 Won (0%)
- **Program / Project Manager × Creative:** 1/6 Won (17%)
- **Program / Project Manager × Marketing Services:** 0/6 Won (0%)
- **Product Manager / PMM × Creative:** 2/5 Won (40%)
- **Program / Project Manager × BPO:** 0/4 Won (0%)
- **Product Manager / PMM × Marketing Services:** 1/4 Won (25%)
- **Manager × Marketing Services:** 2/3 Won (67%)
- **Manager × Data & Analytics:** 0/3 Won (0%)
- **Manager × Modern Workplace:** 0/3 Won (0%)
- **IT × Custom Dev:** 0/2 Won (0%)
- **Director of Marketing × Creative:** 1/2 Won (50%)
- **Director (other) × Data & Analytics:** 0/2 Won (0%)
- **Marketing Manager × Marketing Services:** 0/2 Won (0%)
- **President / Owner / Principal × Custom Dev:** 1/2 Won (50%)

Multi-Opportunity Accounts

Account	Engaged Opps
Microsoft Prospects - Sales	73
Microsoft - lot Business Acceleration R&D	2

Job Title Summary

Job Title	Count	Title Role
Principal Program Manager	9	Program / Project Manager
Product Marketing Manager	8	Product Manager / PMM
Program Manager	5	Program / Project Manager
Business Program Manager	4	Program / Project Manager
Engineering Manager	3	Manager
Senior Product Marketing Manager	3	Product Manager / PMM
Senior Program Manager	3	Program / Project Manager
Sr. Business Manager	2	Manager
Principal PM Manager	2	Program / Project Manager
Program manager	2	Program / Project Manager
Business Architect	1	Architect
Director of Content Delivery	1	Director (other)
Principal Development Lead	1	President / Owner / Principal
Sr. Program Manager - Workforce Development	1	Program / Project Manager
Channel Marketing Manager	1	Marketing Manager
Director of DCS M365 Supportability	1	Director of IT
Sr Partner Development Manager	1	Manager
Principal Program Manager Lead	1	Program / Project Manager
Secuiry Community Lead	1	Secuiry Community Lead
Solution Specialist	1	Specialist
Field Enablement Manager	1	Manager
Global Partnership Director	1	Director (other)
Content Lead	1	Content Lead
Lead Content PM	1	Lead Content PM

Job Title	Count	Title Role
Studio Manager	1	Manager
Community Manager	1	Manager
Sr. Director of Product Marketing	1	Director of Marketing
Sr. Software Engineering Manager	1	Manager
Finance Manager	1	Manager
Compliance Manager	1	Manager

Pattern Summary

- **Total engaged:** 94 (Won: 14, Lost: 80)
- **Win rate:** 15%
- **Top service:** Custom Dev (33 engaged)
- **Top title role:** Program / Project Manager (35 engaged)
- **Top source:** Direct Sales - LinkedIn (80 engaged) **Recommended title:**