CRAIG LOEWEN

Program and Product Manager

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Strategic program and product manager with nearly four years of experience steering the development of products, features, and capabilities to optimize the developer experience. Skilled at driving the full product cycle, leveraging data insights and user research to inform requirements and drive roadmap prioritization. Influential communicator who can lead cross-functional teams to deliver on the product vision, strategy, and execution while building consensus on priorities and measuring impact. Volunteer as a mentor at First Robotics to teach high school students how to build robots and become passionate about STEM.

Core Competencies

- Strategic Planning
- Program and Product Management
- Linux Tooling
- Roadmap Planning and Prioritization
- Software Engineering and DevOps
- Metrics and Customer Insights
- Customer Success
- Developer Experience
- Team Leadership and Collaboration

PROFESSIONAL EXPERIENCE

Microsoft, Redmond, WA — **Aug 2018 – Present**

Program Manager II

- Owns the Windows Subsystem for Linux (WSL) program used by 3M+ developers and IT professionals.
- Defined product vision and feature prioritization roadmap based on customer data, technical feedback, and market studies.
- Conducted weekly meetings to monitor progress, use agile methodologies, and work with team and clients to ensure alignment.
- Identified and solve key product pain points and expand use of developer tool to include more use cases, doubling monthly active device usage and increasing user retention by 30% as part of Windows for Developers organization.
- Gathered customer requirements and write specifications for developers to deliver new features, such as Linux GUI app support and shipping a Linux kernel as part of Microsoft update.
- Leveraged Twitter, GitHub, interviews, user studies, and focus groups to integrate voice of customer into product roadmap.
- Monitored KPIs, including monthly active devices (MAD), retention rates, and activation rates to evaluate long-term retention.
- Collaborated with Microsoft teams, including program managers, software developers, senior and principal PM and dev leads.
- Added 100% Linux system call compatibility and improved file speed performance by 20x+ by orchestrating transition to a new back end architecture.
- Built a WSL community by creating blog posts, producing tutorial videos on YouTube, and speaking at conferences, totaling over 1 million views from developers and IT professionals.

Program Manager Intern — **May 2017 – Aug 2017**

- Wrote functional specifications for six features on Windows Console to improve keyboard shortcut usage, user interface, and telemetry, and worked with design, accessibility, and core engineering teams to drive implementation.
- Proposed and implemented a change in default console colors for Windows Operating system based on customer feedback, resulting in an article being featured in technology news website ‘The Verge’ to showcase changes.

General Motors, Saint Catharines, ON — **Sep 2016 – Dec 2016**

Process Engineering Student

- Implemented a camera to automatically recognize and sort defects using optical recognition software and PLC logic.
- Created a readable quality report program from OEM custom machine code in C#, improving engineering efficiency.

Siemens, Konstanz, Germany — **Jan 2016 – Apr 2016**

Quality Engineering Student

- Designed and built a new tool calibration system and device to reduce calibration time by 40% based on factory workers’ needs.
- Designed a PCB for sensor’s hardware interface based on functional requirements and programmed user interface in C++.

EDUCATION

Bachelor of Applied Science, Mechatronics Engineering, University of Waterloo, Ontario — **2018**

Co-operative Program, Management Sciences Option, Graduated on Dean’s list and ranked 1st in class of 110 Engineering students

TECHNICAL SKILLS

C#, C, C++, Java, JavaScript, Python, MATLAB, SQL, and Visual Basic, Vue, React, PyTorch, Tensorflow, Microsoft Office Suite