

David M. Fabritius

PROFESSIONAL EXPERIENCE

Microsoft Corporation - Redmond, WA

August 2011 to September 2014

(Technical) Product Marketing Manager, Azure and Windows Server Marketing

Drove product management of Windows Server in small and medium business (SMB), including the transition from Windows Small Business Server to Windows Server Essentials/Standard, and the growing adoption of cloud-based applications and services, including Office 365 and Windows Azure.

- Participated in defining the Windows Server & Management strategy for SMB with product planning, business planning, and outbound marketing, which I presented to the senior leadership team, including the Corporate VP of Server Marketing.
- Collaborated with the breadth channel marketing team to create and deliver SMB messaging for Windows Server 2012 R2, including sales and technical content, tools, campaigns, offers, web properties, digital marketing.
- Created Windows Server 2012 Essentials courseware content for Microsoft Virtual Academy, including a 6-module set of technical readiness PowerPoint presentations and supporting content, as well as pre-recorded videos of the presentations.
- Presented at key Microsoft events for Windows Server in SMB, including TechEd (US and Europe), the Worldwide Partner Conference, and TechReady.
- Presented at 3rd party events, including Intel Technology Summit, Dell Technical Readiness Summit, HTG Conference, and SMB Nation Conference.
- Created Windows Server 2012 Essentials demo environment integrated with Office 365 and Windows Azure Backup to support the field and a TechNet virtual lab for customers to gain hands-on experience.
- Authored the story for Windows Server 2012 Essentials and successfully landed the strategic product shift from Windows SBS as a separate product offering to being part of the Windows Server family.
- Engaged with the Worldwide Partner Group to create a new scalable partner business strategy for Windows Server 2012 Essentials as a new edition of Windows Server that leverages Office 365 and the cloud for value-add services.
- Drove effort with business planning team to expand Software Assurance grant for Windows SBS 2011 Standard customers which significantly improved partner satisfaction.

DFC Group at Microsoft (Consultancy) - Redmond, WA

May 2008 to July 2011

Technical Consultant, Windows Server Marketing (SMB)

Responsible for developing content to drive sales and technical readiness for Windows Server products in the small and midsize business markets, primarily providing training to Microsoft breadth partners worldwide. Products have included Windows Small Business Server, Windows Essential Business Server, Windows Home Server, Windows Server Foundation, and Windows Server Standard.

- Preferred vendor for developing both technical and sales readiness content for SBS 2011, including hands-on-labs, click-thru demos, instructor-led training PowerPoint presentations, and training videos.
- Provided technical content delivery at partner events such as the Microsoft Worldwide Partner Conference, HTG Summit, SMB Nation, and Intel Solution Summit.
- Determined the needs to ensure a comprehensive worldwide readiness strategy for breadth partners and helped prioritize key deliverables, including managing a \$660,000 readiness budget for fiscal year 2010.
- Participated on cross-functional team with key stakeholders throughout Microsoft, including Worldwide Partner Group, OEM, SBC, SMS&P, SMSGR, and MSL.
- Managed overall joint technical readiness plan for SBS 2008 to reach key OEM & ISV breadth partners.

Volt at Microsoft (Contract) - Redmond, WA
Server Specialist**April 2007 to March 2008**

One-year contract working as a pre-sales engineer on Microsoft's US OEM System Builder Technology team, providing training for partners. Primary responsibilities included creating and presenting interactive web-based training as well as writing whitepapers and blog postings.

- Presented a 12-part online study group series for the 70-282 certification exam to a total of 2,772 Microsoft Partners (plus over 10,000 on-demand views) with a satisfaction rating of 8.3/9.0 and a 99% recommendation.
- Published step-by-step guides on the Microsoft OEM Partner site and presented webcasts on deploying Windows Vista workstations, installing & configuring Windows SharePoint Services 3.0, and configuring Windows Mobile devices in a Windows SBS 2003 environment to over 900 attendees (8.1 sat., 98% recommendation).
- Presented 12 webcasts as part of an online training series viewed by over 11,000 partners on topics including Windows SBS 2003, Exchange Server 2003, and Windows SharePoint Services.

DBS Group, Inc. - Kirkland, WA
Technology Manager**November 2001 to March 2007**

Created the technology side of a web-based business for tracking bills created by the Washington State Legislature. Initially intended as an internal tool, the system was expanded and sold as a service to lobbyists, associations, and other interested parties. Responsible for all development, IT operations, and IT consulting engagements.

- Developed the Bill Tracking System as a Microsoft Access project, then "up-sized" it to a client/server application.
- Deployed IIS and created the LegiTrak web site using Active Server Pages technology to access customer data stored in SQL Server 2000.
- Subsequently upgraded to a Windows Small Business Server 2003 environment which is being hosted in a remote data center and managed remotely via a VPN connection.
- Performed an IT Assessment for Opportunity Village, a mid-sized non-profit organization.

NCMX, Inc. - Seattle, WA
Technology Manager**July 1999 to October 2001**

Responsible for implementing all aspects of technology and operations at this early-stage startup company, including network design and management, Internet connectivity and security, disaster recovery, telecommunications, test lab facilities, and data center management.

- Created the infrastructure used to deliver Asset Management and Software Change Management services.
- Designed and documented processes and procedures for Hewlett-Packard's OpenView Desktop Administrator.
- Implemented Intrusion.com firewall appliances using Checkpoint Firewall-1 software to provide secure access to and from the Internet.

Moss Adams LLP - Seattle, WA**February 1992 to June 1999**

Assistant Director of Information Systems, Network Administrator, Data Processing Programmer

Responsible for the design, implementation, maintenance, and management of multi-server LAN and 20-site regional WAN. Designed internal TCP/IP network and established mossadams.com Internet domain. Developed and maintained personnel/payroll system using Cognos PowerHouse. Developed time entry system in Borland Paradox for DOS. Developed database conversion program for financial depreciation software in C.

- Managed the upgrade of all servers in the firm (22) from Novell NetWare 3 to NetWare 4.
- Designed and deployed frame relay WAN using 56Kbps circuits; managed the upgrade to fractional T-1 circuits.
- Created internal human resources system which included over 50 data entry screens and over 200 reports.

EDUCATION

- Rose-Hulman Institute of Technology - Terre Haute, Indiana
B.S. in Computer Science, minors in Economics and German, graduated May 1991
GPA 3.34/4.0, Cum Laude
- Adjutant General Officer Basic Course - Fort Harrison, Indiana
Academic Average 93%, completed September 1991