**Cindy Bates**

**Vice President, U.S. Small and Medium Sized Businesses**

Microsoft Corp.

Cynthia (“Cindy”) Bates is the vice president of the U.S. Small and Medium Sized Businesses (SMB) Organization at Microsoft Corp., where she is responsible for the company’s end-to-end SMB sales and marketing efforts, including strategy, business development, regional field sales and national distribution sales, channel marketing, and customer marketing. Bates and her team align Microsoft’s resources across customer and partner engagement to drive success in serving the millions of SMBs in the U.S., helping them start, grow and thrive by utilizing today’s powerful and affordable technologies. At the pillar of these technologies lies cloud computing, in which Microsoft has more than 15 years of experience and understands how to meet the demands of SMBs for simplicity and impact, with enterprise-grade capabilities, flexibility and affordability in a familiar environment.

Armed with a wealth of management experience leading high-performing teams and expertise in sales, marketing, strategy and corporate development, Bates is an 11-year Microsoft veteran with an interest and passion for the SMB business woven throughout her experiences. She started her career with four years as a managing director in Microsoft’s Corporate Development and Strategy Group, where she was responsible for strategically evaluating, structuring, valuing and negotiating the company’s mergers, acquisitions, investments and joint ventures. She focused on the SMB applications market, where she led the strategically vital acquisition of Navision a/s for Microsoft Business Solutions.

Subsequently, as general manager of the Microsoft U.S. Small Business Group, she built that effort from the ground up, leading teams responsible for marketing, Web and customer relationship management, business development, and small-business partner connections, including being an early champion of the Small Business Specialist Community program and filling the Partner Territory Manager role to serve SMB partners.

Before taking her current role, Bates was vice president of U.S. Partner Strategy, Marketing and Programs, responsible for the broad engagement with Microsoft’s partner ecosystem, including driving the partner launches of Windows 7 and Microsoft Office 2010.

Before joining Microsoft, Bates was senior vice president in Merrill Lynch & Co’s. Investment Banking, Retail and E-Commerce Industry Group. She advised major retail clients, such as Saks Inc., Tiffany & Co. and Ann Taylor, on strategic, financial and e-commerce-related strategies. Bates also previously worked as a management consultant for Strategic Planning Associates, a Washington, D.C.-based firm, providing strategy and marketing advice for Fortune 200 clients.

Bates has bachelor’s degrees in international economics and molecular biology from the University of Michigan and an MBA from Harvard University. She is a director on the Dean’s Economic Advisory Board at the University of Michigan and active in Seattle-based nonprofits. In her free time, she enjoys spending time with her extended family, traveling, playing and listening to a wide range of music, reading, playing tennis and squash, and exploring new restaurants. A personal highlight was completing the New York City Marathon with her mother.