

Mahraan Qadir

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Seattle, WA

Product manager with an innate passion for all things gaming. Using a strong foundation in marketing and computer science, I thrive in working across business and product teams to deliver the experiences that customers are looking for.

Microsoft Corporation • Redmond, WA

Product Manager, Azure Gaming

2017 - Present

Incubation initiative for cloud gaming market entry

Informed and accelerated Azure's entry into \$2.5 billion cloud gaming opportunity through industry research and competitive analysis, defining marketing vision and expanding product roadmap

Executed go-to-market strategy across event presence, PR, website, social, email nurture, promotional offers, and custom technical resources, resulting in a 54% increase in Azure gaming awareness and 80% increase over existing benchmarks for engagement in Azure marketing channels

Implemented white-glove cloud gaming package in partnership with Xbox, providing custom pricing, support, and promotional incentives to capture top 20 existing game development studios on Azure

Product Manager, Xbox Live

2016 - 2017

Product launch for new game streaming service, Mixer

Re-branded newly acquired game streaming service, adjusting messaging and executing a complex global launch across several go-to-market channels to drive awareness to 3+ million customers

Coordinated drumbeat marketing strategy for event presence, PR, creative, website, social, email nurture, live streams, and in-product, driving growth from 1 million MAU to 7 million MAU

New feature development for Xbox Live

Drove feature prioritization with engineering through industry analysis and qualitative customer research, identifying new product direction to increase Xbox Live monthly active users by 50%

Product launch for new game publishing tool, Xbox Live Creators Program

Established end-to-end marketing strategy and vision for product preview and launch, driving 3000 game developers to build with the program and 100+ games launched in the first 3 months

Identified developer pain points through research and competitive analysis, defining the program's value proposition, business policies, and product experience, achieving 95% developer satisfaction

University of Michigan • Ann Arbor, MI

B.S. Computer Science, *with distinction* | B.B.A. Marketing and Finance, *with high distinction*

2012 - 2016

Languages and Software: Unity, Photoshop, C++, C#, Java, Node.js, Python, SQL, R, JavaScript, HTML, CSS, VBA

Relevant Coursework: Video Game Design, Marketing Management, Corporate Finance, Financial Accounting, Operations Management, Computer Security, Data Structures and Algorithms, Web Development, Computer Architecture

Additional

Backpacked 100 days, across Thailand, Laos, Cambodia, Vietnam, Myanmar, Malaysia, Hong Kong, and Singapore

Taught American Taekwondo Association classes as a 2nd Degree Black Belt Instructor for three years

Certified PADI Advanced Open Water scuba diver – have swam with whale sharks, turtles, and bioluminescent plankton