

Mahraan Qadir

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New York City, NY

Product manager with deep expertise in gaming and blockchain. Experienced in building organizational product marketing competency and leading teams in executing successful marketing strategies for acquired, growth stage, and mature products.

Unity Technologies • New York, NY

Product Marketing Lead, Game Backend + Web3

Jan 2022 – Present

Product and growth strategy for UGS Game Backend vertical

Lead a team that owns the business and marketing strategy to grow Unity's market share in the development of live video games, defining future product investments, global go-to-market plan, customer value propositions and positioning, and marketing mix, onboarding 12,000+ game development studios including Riot Games and Respawn Entertainment

Senior Product Marketing Manager, Unity Gaming Services

Nov 2019 – Jan 2022

Product launch of a multi-service developer platform for LiveOps and gamification

Drove product strategy across multiple acquisitions and internal tools, defining roadmap, pricing, and marketing strategy across 30+ products into one platform, launching a new line of business with a goal to claim \$300m of market share

Stably • Seattle, WA

Director of Product Management

Sep 2018 – Aug 2019

Product launch of a blockchain stablecoin project with daily trading volume of +\$4 million

Built a team to develop a growth marketing plan and product vision for use cases across trading, payments, and remittance to build multiple products in conjunction with engineering, developing our assets under management to over \$6 million

Microsoft Corporation • Redmond, WA

Product Marketing Manager, Microsoft Game Dev + Azure PlayFab

Sep 2017 – Oct 2018

Strategy and product development for Azure's gaming market entry

Created Azure's entry and product strategy into \$2.5 billion cloud gaming opportunity through research, roadmap development, and acquisition of LiveOps provider PlayFab - resulting in \$25m ARR from Microsoft Game Dev launch

New feature development for Xbox

Defined feature prioritization with engineering through industry analysis and qualitative customer research, building product roadmap and lifecycle marketing strategy for the next generation of Xbox (now Xbox Cloud Gaming)

Product Marketing Manager, Xbox

Sep 2016 – Sep 2017

Product launch for new game streaming service, Mixer

Re-branded newly acquired game streaming service, executing a complex global launch across several channels to drive awareness, with over 3 million views and engagements and driving growth from 500,000 MAU to 7 million MAU

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

Drove end-to-end lifecycle marketing strategy and vision for product preview and launch, driving 2000 game developers to build with the program and 100+ games launched in the first 3 months

University of Michigan • Ann Arbor, MI

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

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

Additional

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

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

Avid collector of vinyl records, with 300+ records in genres across hip hop, metal, EDM, pop, and rock.