

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 successful marketing strategies for acquired, growth stage, and mature products.

Unity Technologies • Bellevue, WA

Senior Product Marketing Manager, Unity Gaming Services

Nov 2019 – Present

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

Drove the unification of strategy across multiple acquisitions and existing internal products, defining a cohesive launch roadmap, pricing model, and lifecycle marketing strategy across 15+ disparate products into one platform, ultimately informing the launch of a line of business with the potential to take over \$150 million in share against incumbents

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

Led 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 Stack

Sep 2017 – Oct 2018

Strategy and product development for Azure's gaming market entry

Informed and drove Azure's 2-year entry strategy into \$2.5 billion cloud gaming opportunity through industry research, competitive analysis, and feature roadmap development, resulting in \$25 million ARR from Microsoft Game Stack launch

Acquired LiveOps provider PlayFab into Microsoft Game Stack, integrating the business and product teams into the Azure and Xbox ecosystems, expanding the customer pool of the company and increasing revenue by 50% in the first year

New feature development for Xbox Live

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 Live services to over 50 million MAU

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

Built 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

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

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.