

Nathan Buggia

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Experience

Principal GPM (Bing)

Apr 20011-Apr 2013 (2 years)

Led program management for the Core UX team at Bing. Responsibilities included: the Search Engine Results page user experience (UX), Rendering Platform and UX release process. These features reached >90mm customers / month, accounting for >80% of all product engagement.

- Drove feature roadmap, working directly with senior and executive management to develop strategy, negotiate tradeoffs and execute. Included a large site redesign in 2011, and deep Windows 8 integration in 2012.
- Evolved the UX platform to enable simultaneous shipment of device-optimized experiences across many specialized platforms (iPad, iPhone, Kindle Fire, WinPhone and Win8 Surface). The new platform created a cohesive experience across the devices, radically reduced the cost of supporting new devices, and improved key metrics
- Evolved development process to shorten the release cycle, and enable backend teams to run UX experiments independently. This increased the rate at which we were able to improve engagement, loyalty and revenue metrics.
- Experienced people manager with a strong track record of hiring great people and giving them the support and latitude they need to be successful. I have grown two team leads, hired more than a dozen PMs, including 3 folks now in Microsoft's High Performance program.

Senior Lead Program Manager (Bing)

Jan 2009-Apr 2011 (2 years)

Led design and development for Bing Answers, which evolved into Bing Segments: Events, Finance, Movies, Weather, Sports, Local and Reference, to create a premier experience with well-known content types.

- Built hundreds of answers and close to a dozen vertical experiences, increasing successful searches for more than >10% of our search traffic. Drove scenarios 'down the stack' from business development, to content ingestion, to scenario definition and UX rendering.
- Created a standardized approach to data-driven feature design through automation of data collection, analysis and clustering from several areas of the product. Led to consistent improvement of customer success metrics.
- Drove an integration project between Bing/ MSN in 2011 to create a combined business and product model for Segments. Included revenue model (Paid + Search), content strategy, engineering plan and go-to-market plan.
- Received a Gold Star Bonus award for outstanding contribution (2010)

Senior Lead Product Manager (Bing)

Aug 2006 – Jan 2009 (2.5 years)

Hired to develop a business plan for how we could leverage a developer ecosystem to improve the search business.

- Founded the Bing Webmaster Center team and the Publisher Community program. Management funded 7-person team based on my analysis and pitch. Shipped 5 releases the first year, signing up ~1 million publishers. Feedback and data from the program led to significant advancements in Bing's content quality. Participated in negotiations with Google & Yahoo to further technical standards for how web crawlers interacted with Publisher's sites.
- Drove 3 product launches of Bing API. Ran go-to-market effort, created technical content for developers and speaking engagements at Web 2.0 and Microsoft TechEd. Developed an innovative Interactive SDK for the API, and native libraries for the top 5 languages
- Became the Technical Evangelist for Bing to the developer and publisher communities. Well-known speaker at industry events like Web 2.0, PubCon, TechEd and SMX. Speaking to crowds as large as 1,000, and earning consistently high speaking scores.

- Received 2 Gold Star bonus awards for outstanding contribution (2008, 2009)

Business Manager (Microsoft Server & Tools)

Aug 2004 – Apr 2006 (2.4 years)

Team charter to provide reference guidance and tools to companies deploying and operating Microsoft products.

- Developed first CRM program to create more valuable interactions with our 2mm monthly customers. Created relationship tiers for newsletters, beta programs, focus groups and a customer advisory board. Ran campaigns to pull customers into higher tiers.
- Budget management for a \$20 million product-development budget. (I'm now an Excel jujitsu master)
- Invited to High Performance program for the top 5% of performers.

Program Manager (Microsoft Server & Tools)

Aug 2001 – Apr 2004 (2.8 years)

Early adopter program for the Microsoft Systems Architecture project, later renamed to Windows Server System Architecture.

- Regularly presented to C-level execs of Microsoft's largest customers at the Executive Briefing center.
- Performed root cause analysis with Microsoft's largest customers to understand and resolve performance, deployment, and total cost of ownership issues.
- Created service offerings for Microsoft the partner channel to lower the cost of deploying and operating Microsoft's enterprise stack

Founder (Netorion, LLC)

Jan 1998-*Present*

Netorion is the corporate umbrella used to host personal projects.

- Much Finer (2013-Current): Working to help companies get to market faster with customer-validated user experiences, by delivering User Research as a Service. www.muchfiner.com.
- iPhone Apps (2010-Current): Developed several apps in the social networking and productivity categories. www.netorion.com.
- Jane & Robot (2008-2009): A partnership between Vanessa Fox (Founder of Google Webmaster Center) and myself. We started the project to provide an alternative to the misinformation and 'black hat' techniques in the SEO industry. Created high quality, technical guidance for marketers and developers. Published content to a non-profit website and hosted a series of conferences and meetups in New York, San Francisco and Seattle. This work has been carried forward by Vanessa at www.ninebyblue.com.
- PalmOS (1998-2002): Mail+ was one of the top 25 business apps on the Palm for 2 years. Completed distribution deals to bring it to >30,000 paid customers worldwide, including physical distribution in Staples and Borders.

Education

Wheaton College (MA)

1997-2001

B.A. in Computer Science. Minored in Physics and Studio Art

- General Manager, Lyons Den Coffeehouse (2 years). Brought it into profitability in the first year by better managing expenses and generating demand. Doubled revenue in the second year by expanding product lineup and driving an aggressive events calendar.
- Founding member of Genomics team (3 years). Named in [Wheaton's 1st Patent](#). genomics.wheatonma.edu