

# Ryan Barschaw

Product Leader — AI, Platform & Commerce

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I ship products where technical complexity meets cross-org alignment: an AI assistant from zero to production across 10+ organizations (zero safety incidents, 8-figure cost savings), commerce systems powering a multi-billion dollar partner channel, and a portal re-architecture that cut latency 90%+. Over 22 years building enterprise platforms at Microsoft, I've consistently turned fragmented cross-org problems into shipped product by coordinating engineering, data science, legal, and business teams to deliver under real constraints.

**Skills:** AI/ML product delivery · LLM/GenAI systems · responsible AI governance · technical program management · cross-functional leadership · product roadmap & OKRs · platform architecture · Agile/SAFe · data-driven decision making · A/B testing & experimentation · API design · cloud infrastructure (Azure) · executive communication

## KEY DELIVERY

AI Assistant, 0→1	Shipped across <b>10+ orgs</b> to <b>400K+ partners</b> . One AI automation alone: <b>8-figure annual cost savings</b> . RAI framework <b>adopted across org</b> . <b>Zero safety incidents</b> .
Portal Re-architecture	Latency <b>reduced 90%+</b> . Front door <b>4-5s → sub-second</b> . Dev onboarding <b>days → 15 min</b> .
Referrals & Co-sell	<b>33K → 260K referrals/yr</b> (687%). <b>27K+ closed deals/yr</b> . Acceptance <b>50% → 70%+</b> . ISV margins drove millions in marketplace revenue.
Cloud Migration	<b>12K+ customers</b> , sovereign → global. <b>Zero downtime</b> , zero partner impact.
Agile Transformation	<b>100+ person eng org</b> → SAFe/Scrum. <b>Top 1%</b> of org recognition.

## PROFESSIONAL EXPERIENCE

### MICROSOFT | Redmond, WA | 2013 – 2025

Partner Center is Microsoft's platform for its global partner ecosystem: 400,000+ partners, millions of monthly visits, powering billions in annual partner-driven revenue.

#### Principal Product Manager

2020 – 2025

##### AI PRODUCT DELIVERY

- Shipped the Partner Center AI Assistant from concept to production serving **400K+ partners** driving support ticket deflection. Coordinated **10+ organizations** across engineering, data science, legal, privacy, security, marketing, operations, support, field, and sales.
- Defined product architecture (RAG-based grounding, plugin framework, orchestration layer) and phased rollout with Go/No-Go gates. Designed private preview strategy that validated quality at scale before broad launch—protecting partner trust and product credibility.
- Drove AI-powered subscription automation that generated **8-figure annual cost savings** in its first fiscal year across partner commerce business units.
- Established the responsible AI governance framework with Microsoft's cross-org RAI team: compliance processes, safety review gates, and launch readiness criteria. **Adopted as the standard** across Partner Center and marketplace organization. **Zero safety incidents** through production.
- Designed "AI Assistant Anywhere" contextual prompt framework, embedding AI directly into partner workflows. **10x usage increase** in first pilot workspace. Pattern adopted into official Copilot design system for broader Microsoft use.

- Presented AI strategy to VP and director-level leadership. Built Power BI dashboards tracking quality, adoption, and safety metrics. Received **C+E AI Contributor badge**. Led 2025 corporate audit for AI and portal governance.

## PLATFORM & UX STRATEGY

- Led "Harmony" portal re-architecture serving millions of monthly visits: migrated from centralized server-side to decentralized client-side services framework. Latency **reduced 90%+**. Front door **4-5s** → **sub-second**.
- Owned shared design system and component library to **100% adoption across 19 workspaces**, achieving **accessibility Grade B**. Delivered experiences in **40+ languages across 200+ countries**.
- Cut developer onboarding from **days to 15 minutes** and new page creation from **multi-day to 5 minutes**. Created portal observability platform with scalable telemetry pipelines and product feedback infrastructure used to drive decisions across workspaces.

## Senior Program Manager

2013 – 2020

## COMMERCE & GROWTH

- Built the partner referral and co-sell platform from scratch. Scaled **33K** → **260K referrals/year** (687%) with **10.5% win rate** and **27K+ closed deals/year**. Grew partner base **1,200** → **17,000**. Improved acceptance **50%** → **70%+**.
- Consolidated three legacy partner discovery platforms into a unified API syndicated across Microsoft.com, Azure, Office, and Dynamics portals.
- Launched co-sell and ISV programs for **1,119+ partners**. Designed deal registration, revenue sharing (10-20%), and CRM API integration. ISV margins enabled **millions in marketplace revenue**. Piloted in Australia: **multi-million dollar pipeline** in initial cohort. Presented margin strategy to Scott Guthrie (EVP).
- Migrated **12,000+ customers** from sovereign clouds (Germany, US Government) to global infrastructure with **zero downtime**. Built playbooks, telemetry, and cross-team coordination across identity, commerce, Office, and Azure.
- Redesigned reseller purchase and promotions with API-first architecture. Led resolution of a **six-figure billing incident**, coordinating engineering, finance, and support to root-cause, fix, and refund—zero residual impact.

## GOVERNANCE & EXECUTION

- Drove Agile/SAFe transformation for **100+ person engineering org**: Scrum, sprint planning, PI cadences. **Top 1%** of org recognition.
- Led partner agreement compliance with UI and API controls blocking non-compliant transactions. Unified engineering, policy, and support on a single enforcement model.
- Mentored **5-6 PMs** across career levels. Ran weekly development sessions for junior product managers.

## ALLYIS (Microsoft vendor) | Redmond, WA | 2003 – 2013

Built and operated Microsoft's partner and OEM web platforms. Grew from web publisher to technical program manager over 10 years. Allyis Employee of the Year (2008).

- Managed platforms serving **1M+ monthly users** across 18 languages. Led engineering and QA teams.
- Migrated 20,000 pages from legacy CMS to cloud-native architecture on Azure.

## EDUCATION

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B.S., Management Information Systems | Western Washington University | 2003