



900 Metro Center Blvd Foster City, California 94404

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<http://corporate.visa.com>

Committee: Microsoft Board of Directors

Topic: Strategic Planning

Role: Charles W. Scharf, former (as of 10.31.16) Chief Executive Officer, Visa Inc.

As a governing body charged with determining Microsoft's mission, assessing company risks, and establishing long term planning¹, proper and effective strategic planning is imperative.

As a board we need to conduct a full and thorough risk assessment and determine if we are properly allocating our resources.

Once we as a board make any assessments, the next question is how do we spread that knowledge throughout the company. Being a member of the Board of Directors' Compensation Committee² one of the angles I'd like to attack this dilemma from is through Microsoft's Senior Leadership Team. Under subsection four of our committee's charter, we are responsible for "development and succession planning³," and by developing and strengthening the Senior Leadership team, we would ensure that Microsoft's leaders are making informed, forward-thinking ideas. In the long run, I'd also like to evaluate and update the committee's succession plan in regards to choosing Senior Leaders so that the company continues to thrive under different leadership.

¹ "Board of Directors." *Microsoft*. N.p., n.d. Web. 2 Nov. 2016.

² "Microsoft Board of Directors." *Microsoft*. N.p., n.d. Web. 2 Nov. 2016.

³ "Microsoft Corporation Compensation Committee Charter." *Microsoft*. N.p., n.d. Web. 2 Nov. 2016.



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Committee: Microsoft Board of Directors

Topic: Microsoft's Commitment to the Mobile Space

Role: Charles W. Scharf, former (as of 10.31.16) Chief Executive Officer, Visa Inc.

Apple and Samsung's individual pitfalls (the iPhone 7's headphone jack issues and the Galaxy Note 7's tendency to catch fire) have cleared a path for Microsoft to retake the mobile space. Right now is the optimal time for Microsoft to aggressively reclaim a stake in the mobile space.

An important aspect of Microsoft becoming competitive once again in the mobile market is rebranding themselves as a viable and attractive alternative to its Apple and Samsung (and now Google) counterparts. A marketing campaign demonstrating Microsoft's dedication to the mobile space and innovation in mobile technology would put Microsoft's products in the forefront of consumers' minds.

Another incentive to encourage consumers to purchase Microsoft phones might be reinforcing the competitive nature of our app store. When people think "iTunes and Google Play," our store should be a natural comparison.



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Committee: Microsoft Board of Directors

Topic: LinkedIn Acquisition

Role: Charles W. Scharf, former (as of 10.31.16) Chief Executive Officer, Visa Inc.

As a former CEO whose company uses LinkedIn for business interactions, one suggestion I had to boost Microsoft's revenue and LinkedIn's user base would be to pre-download LinkedIn onto Windows phones and provide a 6-month free trial of LinkedIn's premium services. Many business professionals are privy to the concept of having a "work" phone and a "personal" phone and marketing Microsoft's mobile devices utilizes a demographic that is often overlooked.