

Joint Event from IEEE (UKRI) Engineering Management/Professional Communications Chapter, and School of Management, Royal Holloway, University of London

The business case and strategy for Xbox vs. Sony vs. Wii

By

Michael Mott

Microsoft

(Senior Director, Commercial Sales for Europe, Middle East and Africa).

Date	Wednesday 28 th November 2007
Time	5:15pm ~ 6:15pm
Venue	New Management Lecture Theater, Moore Building, School of Management, Royal Holloway, University of London, Egham, Surrey, TW20 0EX, UK
Maps	http://www.rhul.ac.uk/Shared/Maps/ (#12 on campus plan)

ABSTRACT Michael is going to talk about the business case and strategy for Xbox vs. Sony vs. Wii. He will provide an overview followed by case study discussion and then conclusion. He will also talk to the students about working in today's "fast paced, changing and dynamic tech market".

BIOGRAPHY Michael is responsible for developing sales strategy in coordination with the regional directors across EMEA as well as driving global account management activities and line of business initiatives to ensure the success of Microsoft products at retail and with consumers. He represents Xbox, Games for Window, Microsoft Hardware, Mac: Office and the Windows and Office family of products sold through retail and distributors in 33 markets from Sweden to South Africa. He has been in the consumer software and digital entertainment industry since he joined Microsoft in 1995. Prior to this, he worked for Nabisco Foods. He holds an MA in Architecture and Economics from Lehigh University and an MBA from Duke university's Fuqua School of Business.

ORGANISERS (1) School of Management, Royal Holloway, University of London, (2) IEEE UKRI Engineering Management and Professional Communications Joint Chapter (EMPC).

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Registration is not required.

FREE ADMISSION, ALL ARE WELCOME !