

Cyra Richardson  
mscyra@mscyra.com  
206.851.0767

"Cyra brings business acumen, technical horsepower, people leadership, innovative design skills and a tenacious work ethic to whatever she does – she's a force to be reckoned with"

-Microsoft General Manager

"You changed how the company thinks about MSDN and the importance of it."

-Microsoft Director of PM

**Microsoft Corporation**  
**Developer Ecosystem**  
Principle Group Program  
Manager  
2009 - Present

Lead teams of program, developers, tester, designers and product managers (23 people) to create and maintain online experiences and programs to drive reach and adoption within different developer communities. Within the space of two years drove reach up 32% to nearly 540M views and steadily increased NSAT to hit a historical high of 132. Received a Gold Star Award for work for "tirelessly driving the MSDN home and hub strategy through two iterations.. new infrastructure and design for Beta.silverlight.net.. and the foundation for a new MSDN center experience". As my GM, Nathalie Irvine added, "No one cared about MSDN before you came here... now everyone wants it!"

- Drove MSDN business improvement
  - Responsible for a multi-million dollar business primarily deriving revenue from ads and partner programs to deliver content and experiences for developers across the industry toward 13% increase
  - Drove cross site goals and measurement targets as the basis for aligning disparate businesses toward common success – adoption, developer productivity and satisfaction
  - Delivered substantive and measurable improvements in developer satisfaction and sustained organizational awareness of developer values (NSAT 132)
  - Iteratively delivered improved platforms, information architectures and aesthetic designs to coincide with waves of site improvement
- Drove Adoption of Windows in the Open Source Applications Community
  - Understand business dynamics and diagnosed impediments to adoption through interviews, discussion with analysts and community reviews
  - Engaged in evangelism program to attract PHP applications to run on Windows Server as part of strategy to exposed increased value in Windows as a hosting platform
  - Developed and executed Microsoft Web Application Program
    - To promoted PHP applications that ran well on Windows
    - Built a companion applications submission process and site to intake, test, promote and distributed the applications through the client side WebPI installer
  - Maintained relationships with key Open Source foundations (e.g. Sugar, to ensure their continued participation and success
- Drove Adoption of Windows in the Hosting Community
  - Understand business dynamics and diagnosed impediments to adoption
  - Developed Platinum Hosting (predecessor to WebSiteSpark) to remove financial impediments and drive awareness for Windows Hosting among relevant audiences
  - Diagnosed technical issues in the Windows hosting platform that impeded large scale adoption, drove resolution identification across top 50 hosters

**Microsoft Corporation**  
**Web Developer Ecosystem**  
Principle Lead Program  
Manager  
2006-2009

Lead teams of program managers (17 people) across multiple releases to build developer platform features for one of the most popular applications in the industry. Developed strategy and delivered messaging to key ISVs and partners individually and broadly at industry events. Received Two Gold Star Awards from Steven Sinofsky for "innovation and committed delivery". Completed 3 patent applications, awarded 2 thus far.

- Lead the IE8 Service Integration Team that provides connection points (UX + APIs) for Services into IE and Windows.
  - Drove partnership with other MS teams, external evangelism and external partner Wins
  - Managed feature set release
  - Represented MS with international press and partner briefings
- Lead the IE8 Object Model & Tools team
  - Created planning framework for IE8 with Dev, Test and Planning Leads
  - Collaborated in development of messaging for IE8 Developer Platform
- Lead the IE7 Layout Program Management Team that ....
  - Collaborated in development of messaging for IE7 Developer Platform
  - Managed release for IE7 developer platform
  - Presented at industry events

**Microsoft Corporation  
Server and Tools Group**  
Design Lead / Art Director  
2005-2006

Lead team of designers and program managers to pitch and deliver multiple skus of Windows Server – including Home Server. Delivered an award winning experience for owners and consumers of Windows Home Server.

- Lead a team of UX designers for UX shared between Home Server/ Small Business Server (SBS) and Mid-Market Server
  - Lead Designer, managing a team of user experience designers
  - Based on Home Server setup and management console streamlining, collaborated with other UX leads to drive toward common experience across an entire product line
  - Developed shared and variant information architectures based on product
  - Developed initial treatments for SBS console
- Lead the UX design for Home Server
  - Based on previously gathered research, developed information architecture, UX framework and interaction model for the product
  - Developed and presented several iterations of materials to present concepts to senior executives
  - Recruited and hired team
  - Delivered end to end design for the product
- Developed and granted multiple experience patents

**Microsoft Corporation  
Imaging Platform Lead**  
Lead Program Manager  
2000-2005

Lead teams of program managers across multiple releases of Microsoft's Windows Imaging Platform. Delivered Designs, Specifications for APIs and drove the combined consumer and developer experience across multiple releases. Forged product and positive relationships with key imaging vendors like Nikon, Canon and Kodak to deliver jointly in Windows ME, XP and Server 2008. Completed 15 patent applications, awarded 3 thus far.

- Lead Team of Program Managers responsible for Avalon/WPF
  - Imaging, Media, 2d, 3d, Desktop Window Manager (DWM)
- Avalon Media Program Manager
  - Managed Design of Avalon Media end to end feature set
  - Managed Design for layered developer experience
  - Developed and evolved taxonomy for organizing developer Experience, Scenarios and Initiatives to focus team on target customers
- Designed, Scheduled and Managed Imaging features for WPF
- Drove Digital Imaging Release and Feature set for Server
- Drove Digital Imaging features and release for Windows XP & Windows ME
- Designed and maintained end to end user experience for Digital Photography for Windows XP and designed web Photo upload feature for Windows ME.
- Participated in division diversity council
- Developed and granted multiple experience patents

**Microsoft Corporation  
Embedded Dev Ecosystem**  
Product / Program Manager  
1996 - 2000

Started as individual contributor product manager, promoted to lead program manager for dev and test teams for Windows CE Platform Builder embedded development tool suite.

- Product Manager for Platform Programmability; Platform SDKs, PB Programmability tools and emulators
  - Developed strategy for tools development and adoption
  - Drove strategy into implementation
  - Spec'd & Released 4 Products over two year period
  - Spec'd long term emulation project - Jaguar
  - Identified key developer technologies then developed slides and demos (including code) to showcase those technologies
  - Identified developer education as critical path to platform adoption, then developed and rolled out education plan which included partnerships with external training vendors
  - Managed team (including budget) of external developers (bSquare)
  - Presented Platform Strategy and industry embedded events internationally for Windows CE Platform Builder
  - Nurtured relations with corporate accounts and ISVs
- Product Manager
  - Entered the Windows CE marketing organization writing white papers, technical content for web pages, working with designers to re-deploy technical content
- Led a vendor team (Bsquare) of 22 dev, test, and PMs.
- Developed 2 patents

<p><b>Microsoft Corporation Internal Tools Team</b> Program Manager 1995 – 1996</p>	<p>Designed publishing toolset for Microsoft internal teams in the early Windows days</p> <ul style="list-style-type: none"> <li>• Managed schedule and feature set for MS Authoring Tools</li> <li>• Developed major update to Windows 95 PostScript Driver. Negotiated with Win95 group and Product groups, Developed Spec, Developed Contract, Hired developer and managed project to successful completion</li> <li>• Contributed to user assistance Internet Strategy, Developed Internet / Text processing Tools</li> </ul>
<p><b>Microfocus Corporation Business Strategy Group</b> Product Manager 1994 - 1995</p>	<p>Microsoft Partner Management from the outside in</p> <ul style="list-style-type: none"> <li>• Partnered with MS Dev Div Team to deliver Cobol product for Windows</li> <li>• Participated in development of COBOL business strategy for Windows</li> <li>• Matched up areas of synergy between the Micro Focus and Microsoft business strategies</li> <li>• Leverage key MS relationships to develop co-marketing</li> <li>• Developed Product concept and UI requirements for next generation products</li> <li>• Worked with transaction processing group to gather metrics for assessing scalability of large scale applications with eye towards validating our products for mission critical applications</li> </ul>
<p><b>Microsoft Corporation Dev Tools Evangelism</b> Evangelist 1990 - 1994</p>	<p>Identified and developed collaborative opportunities between Microsoft and the ISV community</p> <ul style="list-style-type: none"> <li>• Developed initial evangelism plan for acquiring ISV support for Windows NT corporate development tools</li> <li>• Developed co-marketing programs (Windows Tools Catalogue), shows and direct mailings</li> <li>• Orchestrated and executed conversation between MS execs (VP level+) and key ISV representatives over Microsoft technology adoption</li> <li>• Performed competitive analysis against development technologies for use in briefing Fortune 500 senior MIS/CIO staff.</li> <li>• Delivered Development Strategy presentations at Trade Shows and to corporate development decision makers (CIO/CTO)</li> <li>• Developed marketing requirements and formed message for VC product on non Intel platforms</li> <li>• Supported Developers using the Windows API's to create the initial applications on Windows</li> </ul>
<p><b>National Board of Medical Examiners</b> Windows/C++ Developer 1988 - 1990</p>	<p>Built a Physician Licensing System using an IBM AT, A VAX 1170 and a laserdisc player</p> <ul style="list-style-type: none"> <li>• Development Lead in design and development of C++ based multimedia Physician certification tool</li> <li>• Developed Designs, Specifications, Schema and Schedule for certification tool</li> <li>• Developed Schema and code to interface to VAX based Oracle database</li> <li>• Chaired software evaluation and practices group</li> <li>• Participated in review committees</li> </ul>
<p><b>Booz Allen &amp; Hamilton</b> IT Manager / Developer 1986 – 1988</p>	<p>Wrote software to cross tabulate data for large datasets instantaneously on an IBM AT</p> <ul style="list-style-type: none"> <li>• Developed Interactive Market Research software, NA-Lyzer, which became the cornerstone of the business practice</li> <li>• Designed and Developed electronic questionnaire delivery system; managed delivery of software and hardware to field organization and process for validation and retrieval of data (1,500,000 respondents)</li> <li>• Evaluated and Installed first network / 3Com network wizard certification</li> <li>• Designed Process schema for large scale data analysis system <ul style="list-style-type: none"> <li>○ Created concept of processing job</li> <li>○ Developed and deployed scheduler and monitor running on bank of OS/2 machines</li> </ul> </li> <li>• Hired, Managed Hardware, Software budgets, Responsible for PC purchasing</li> </ul>

**Developer Consultant**  
1980 - 1984

**Avery International**

Embedded Developer

Wrote printer firmware and drivers for ticket and label printers

- Developed Windows based printer driver for
- Developed PC based font creation software
- Developed Firmware for printer
- Developed embedded controller code for point of sale printer
- Evaluated new development technology on OS/2
- Created application prototypes using C and Z80 assembler

**Library of Congress**

Network Developer

Wrote software to analyze federal network X.25 packet data for security analysis

- Library of Congress: Spec'd, designed and developed X.25 packet analysis system
- Additions included a security analysis monitor

**Wellington Group**

PC Developer

Startup experience for a minority market research company

- Participated in the ground floor of this startup company as a developer
- Designed and Developed market research tabulation software on original IBM PCs
- Scaled tabulation system to handle large scale data analysis (1,000,000+ respondents)
- Migrated System 36 applications to MS-DOS

**RCA**  
**Business Systems Group**  
Developer Intern  
1980 (summer)

Wrote one of the first screen scraping applications running on an IBM mainframe (EBCDIC) using an Apple IIe (ASCII)

- Developed Chip pricing system in APL on an IBM system 370 for RCA Business Systems
- Developed client server software between and Apple IIe and their IBM Mainframe as a proof of concept for PC front ends for the division
- Wrote several system utilities in System 370 assembler for the IBM mainframe. One significant utility used the Virtual Machine Communications Facility (VMCF) to permit real time communications between two virtual machines.