

# LAWRENCE RIPSHER

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## PROFILE

Serial entrepreneur with 20 years experience building web-scale products and high performing engineering teams across Europe, Asia and USA. Extensive experience creating and selling startups, while building products for 100M's of users. At Microsoft, was recognized as one of the company's key product leaders and innovators. Unique blend of skills across both product and engineering. Equally comfortable creating v1.0's as optimizing for growth in large scale organizations. Experienced and trained in building "psychological safety" and mindfulness practices within the workplace. Loves travel, photography and his two rescue dogs.

## EXPERIENCE

PARTNER ENGINEERING MANAGER / GM, MICROSOFT – 2014-2016

- Built a startup (LOOP) for new Android experiences and a developer platform for contextual intelligence
- Launched an award winning Android Launcher and Lock Screen, driving over 10M organic downloads
- Scaled the LOOP back end to 100M's of transactions / day. Was the first adopter of containerization tech (Docker, Mesos) in production in Microsoft and defined a microservices architecture for the platform division.

PARTNER PROGRAM MANAGER / DESIGN DIRECTOR, MICROSOFT – 2008-2014

- Acquired into Microsoft, progressed rapidly in key product roles, culminating as the PM leader for Bing. Ran a team of over 100 product managers / technical program managers / designers
- Rebuilt Bing into a modern web experience, pioneering A/B data driven design across Microsoft and spearheaded the integration of Bing as a platform into Windows. Launched v1 of Cortana.
- Grew Bing to > 3 billion queries a month, 30% of the US web search market (incl Bing powered Yahoo), multi-billion \$'s in revenue, >200M users worldwide. Drove

CEO, KIKKER, SINGAPORE – 2004-2008

Founded and funded Kikker, grew it to become one of Singapore's leading providers of technology in the mobile space. Acquired by Microsoft in 2008. Early pioneer of SMS and mobile messaging for enterprise and mobile communications. Kikker reached profitability within its first year and supplied software to some of the biggest names in mobile including Microsoft, Gemalto, Starhub, Danger Inc, Sybase and CNN.

DEVELOPMENT DIRECTOR, MOBILEWAY & AIRMEDIA, LONDON AND SINGAPORE – 2000 - 2004

Ran development for two different startups, launching some of the largest SMS applications and marketing campaigns in the industry at the time. Shipped software that processed 100M's of billed transactions.

HEAD OF PRODUCT, BRITISH TELECOM, IPSWICH UK – 1997 - 2000

Launched the first mobile product collaboration between Microsoft and a telco - wireless access to Exchange.

## EDUCATION

UNIVERSITY OF BIRMINGHAM – FIRST CLASS HONORS, COMPUTER SCIENCE, 1994-1997