

John Lauer
Vice President for Worldwide Midmarket
Small and Midmarket Solutions & Partner
Group
Microsoft Corp.



John Lauer is vice president for worldwide midmarket in Microsoft Corp.'s Small and Midmarket Solutions & Partner Group. He previously worked for Microsoft from 1990 to 1997. His previous position at the company was vice president, Far East, reporting to Steve Ballmer. He was responsible for all of Microsoft's operations in Japan, China (including Hong Kong), Korea and Taiwan. His responsibilities included overseeing all sales, marketing, product support and consulting activities.

Prior to his Far East posting, Lauer was regional director for Microsoft Southeast Asia, reporting to Orlando Ayala. In this position, Lauer committed himself to building the talent of all of the region's country teams. Due to the hard work and energy of these teams, Southeast Asia was one of the fastest-growing regions for Microsoft with revenue growth of more than 60 percent during Lauer's last year in the position.

Lauer began working in Southeast Asia when he was appointed general manager of Microsoft Malaysia, which was then a 10-person subsidiary struggling with year-over-year declining revenues. In the two years that followed, the Malaysian team focused on realigning and developing sales channel partners, rapidly growing enterprise sales, and greatly increasing the quality and quantity of its marketing events. As a result, the business grew by 125 percent the first year and 95 percent the second year.

Before joining Microsoft Malaysia, Lauer was business operations manager of the Greater China Region and senior analyst in the International Finance and Administration department at Microsoft's Redmond, Wash., corporate offices.

After leaving Microsoft, Lauer decided to fulfill his desire to learn more about the technical side of the software industry by earning a bachelor's degree in computer science from the University of Washington. His initial degree was from the University of Portland, where he graduated summa cum laude with a bachelor of business administration degree in accounting.

In his early business career, Lauer worked for Arthur Andersen LLP. He also lived in Taipei, Taiwan, where he played professional basketball and worked for a small trading company. He speaks fluent Mandarin Chinese.

#####

Microsoft is a registered trademark or trademark of Microsoft Corp. in the United States and/or other countries. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.