



Summary

Productivity, connecting people, and innovation motivate me. I specialize in product and channel marketing, building partnerships, and change management coupled with technical expertise and creativity. My approach to work is to learn from everyone around me, have lasting impact, and uphold integrity.

HIGHER EDUCATION

- University of Toronto School of Continuing Studies – Foundations of Project Management (May – July 2016)
- University of Toronto – Bachelor of Commerce (BCOM) Specializing in Marketing (September 2010 – May 2015)

TECHNICAL SKILLS AND QUALIFICATIONS

- Project Management Professional (PMP) July 2017
- MCP (Volume Licensing) and MVP Award (2015)
- Microsoft Office, PowerBI, VBA, Adobe Creative Cloud
- C#, BASIC, PHP, HTML, CSS, JavaScript

Leadership, Work, & Community Experience

PRODUCT MARKETING MANAGER

Microsoft Canada

July 2017 – Present (Full-Time)

- Ownership of Microsoft Project and Visio profitability across all sales segments and channels nationally. Strengthen PMI and PPM partnerships. Contributor to worldwide strategy and marketing award recipient.

OWNER AND OPERATOR

RustomPatel.com Design

February 2008 – January 2017 (Contract)

- B2C digital marketing and technical services for SMB. 20 services: web design and development, branding, SEO, and CRM solutions serving over 40 clients.

PRESIDENT

Undergraduate Commerce Society (UCS)

May 2013 – April 2014 (Unpaid)

- Lead team of 40 serving 1,300 Commerce students through 44 events with corporate partners. Achieved \$25K in sponsorship, 3K in-person student touches, and 12K online impressions.

VOLUME LICENSING MANAGER

Microsoft Canada

July 2015 – June 2017 (Full-Time)

- Accelerate commercial channel and cloud business transformation across all segments. Responsible for sales change management to grow modern programs, retire legacy offerings, and land hero cloud products.

VOLUME LICENSING PROJECT COORDINATOR

Microsoft Canada

September 2013 – May 2014 (Full-Time)

- Manage multi-channel cross-audience marketing, channel readiness, VL scorecard hygiene, and landing first Customer Licensing Roadshow in Canada.

MARKETING & BUSINESS DEVELOPMENT ASSOCIATE

Obero Solutions Canada

May 2013 – August 2013 (Full-Time)

- Marketing project management, B2B collateral, SEO, CRM, web and digital media, CMS development, business development, UX design, and demand generation direct marketing integration.

Interests & Activities

NEWS

- Good.is
- Vox.com
- Polygon.com
- Gizmodo.com
- TheVerge.com
- FastCoDesign.com
- WindowsCentral.com

ACTIVITIES

- Yoga
- Skiing
- Squash
- Rowing
- Football
- Bicycling
- Weightlifting

ONLINE

- www.RustomPatel.com
- [Linkedin.com/in/RustomPatel/](https://www.linkedin.com/in/RustomPatel/)
- [Instagram.com/RustomPatel/](https://www.instagram.com/RustomPatel/)
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