

Robbie Bach

Robbie Bach worked at Microsoft for 22 years in a range of marketing, general management, and business leadership roles.

After joining Microsoft in 1988, his early work took him to Paris, where he became the first American to work at Microsoft's European Headquarters. There, he contributed to the company's efforts to grow its presence across Europe.

He played a key role in the launch and expansion of Microsoft Office, helping it become a cornerstone product for enterprise customers worldwide. And, in 1999, Robbie led the Xbox team from its startup phase through the successful launch of the Xbox 360 and Xbox Live, which revolutionized gaming on a global scale. As President of the Entertainment and Devices Division, he was responsible for Microsoft's gaming, music, video, phone, and retail businesses. Bach retired in 2010, leaving behind a legacy as one of Microsoft's most influential leaders. He is also the author of two novels and enjoys exploring history and writing.