

# Kevin Bachus

Kevin Bachus joined Microsoft in 1997 and became a product manager in the DirectX group, where he advocated for the Windows platform as a rich environment to create innovative video games.

Between 1999 and 2001, Bachus worked on the first Xbox initiative, making decisions about the early hardware and marketing strategy. He eventually became Microsoft's first director of third-party relations for Xbox, helping secure support for Xbox from all major game publishers worldwide. third-party companies create games for the new platform.

After leaving Microsoft, Bachus co-founded or served in an executive capacity at a number of innovative, venture-backed companies including Capital Entertainment Group, the video game industry's first independent production company; Infinium Labs, a pioneer in the field of digital software distribution whose flagship product was a finalist for Best Hardware at the 2004 Electronic Entertainment Expo; and Nival Interactive, the largest independent game developer in Eastern Europe.