

Brad Chase

Brad Chase played a pivotal role in some of Microsoft's most iconic product launches, including MS-DOS 5.0 and 6.0, Windows 95, Internet Explorer, and MSN. As the leader behind the legendary Windows 95 launch, Chase revolutionized product marketing with bold strategies that turned the operating system into a cultural milestone, complete with the Rolling Stones' anthem "Start Me Up."

During his 14 years at Microsoft, Chase's vision and leadership helped establish the company's dominance in personal computing and the internet. His work transitioning millions of users from MS-DOS to Windows marked one of the most significant platform shifts in tech history.

Chase continues to share his insights on strategy and innovation through his book, *Strategy First: How Businesses Win Big*, inspiring leaders with lessons drawn from his Microsoft experience.