

Allison Watson

Allison Watson dedicated more than 25 years to Microsoft, playing a pivotal role in shaping the company's partner and customer ecosystems.

After joining in 1993, Allison held several senior leadership positions, including Corporate Vice President of the Worldwide Partner Group, Chief Marketing Officer and COO of the U.S. Subsidiary, and Corporate VP for Small, Medium, and Corporate Business.

As leader of the Worldwide Partner Group, Allison launched the Microsoft Partner Network, enabling the ecosystem that delivered 95% of Microsoft's revenue. She directed a \$4 billion annual investment into partners and drove the company's transition to cloud computing. Later, as CMO and COO, she applied her expertise in partner strategy to accelerate customer engagement and growth across the U.S.