

**Mitchell L. Koch**  
**Vice President, Worldwide Retail Sales and Marketing**  
**Home and Entertainment Division**  
Microsoft Corp.

As vice president of Worldwide Retail Sales and Marketing for the Home and Entertainment Division of Microsoft Corp., Mitchell Koch is responsible for all Microsoft's retail sales and marketing for Microsoft® Office, the Windows® operating systems, games, and consumer software and hardware products worldwide. This includes sales of PC game titles such as the award-winning franchises "Flight Simulator" and "Age of Empires®"; hardware products such as the Microsoft Mouse; and consumer software including Microsoft Office, Windows, Encarta® Encyclopedia and Microsoft Works.

Most recently, Koch has driven the sales and marketing strategy for the Xbox™ video game system, as well as Xbox accessories and game titles.

Koch joined Microsoft in October 2000 with 20 years of experience. He spent the previous six years at Buena Vista Home Entertainment, a division of Walt Disney Co., most recently serving as its president. He was responsible for the launch of more than eight titles on Disney DVD, including "Pinocchio," "101 Dalmatians," "Lady and the Tramp," "The Little Mermaid" and "Peter Pan."

Koch began his professional career at Arthur Andersen & Co. He holds a bachelor's degree in accounting from California State University.

Koch is married and enjoys spending his free time with his wife and three sons.

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