

# PAUL BLEISCH

## SENIOR LEADER | PRODUCT INNOVATION & SOFTWARE ARCHITECTURE

Sammamish, WA · (425) 894-4145 · pbleisch@acm.org · linkedin.com/in/pbleisch/

Accomplished platform and game development leader with over **20 years** building and improving global platforms and consumer experiences. Proven track record in developing dynamic, high-performing global teams at intersection of technology and entertainment. Adept at implementing best practices and processes in startup and established environments. A trusted leader passionate about cultivating new product capabilities that cement organization as an industry leader.

### CORE COMPETENCIES

- Strategic Insight & Planning
- Creative & Critical Thinking
- Innovation & Incubation
- Mentoring & Coaching
- Collaborative & Accountable
- Software Engineering Management
- Software Architecture
- Developer Platforms & APIs
- Cloud Services
- Video Game Development

### PROFESSIONAL EXPERIENCE

#### PRODUCT ARCHITECT

PlayFab | Microsoft Corporation

09/2017 - Present

Redmond, WA

- Driving product strategy for **\$70M, 120-person** product group building cloud services for game developers. Worked with business, growth, and product leaders to develop strategic initiatives targeting **250%** revenue growth in the next year.
- Developed strategy and operational plans to deliver PlayFab cloud services to the **\$38B** China gaming market.
- Achieved CEO-level visibility for an incubation initiative utilizing PlayFab for **\$500M** travel and hospitality industry opportunity by synthesizing market research, customer development, and hands-on SaaS product incubation.

#### SOFTWARE ARCHITECT

TruePlay Anti-Cheat | Microsoft Corporation

02/2016 - 09/2017

Redmond, WA

- Addressed critical operating system security and policy issues as part of delivering a novel video game anti-cheat system to combat existential threats to *Windows 10 PC* games. Developed device-side process hardening backed by cloud-based cheat detection.
- Minimized risk to *Windows* and *Microsoft* by working cross-functionally with business, legal, and technical teams to develop a system that meets customer requirements while maintaining privacy standards.

#### SOFTWARE ENGINEERING MANAGER

Xbox One Platform | Microsoft Corporation

06/2011 - 02/2016

Redmond, WA

- Delivered APIs and runtime technologies to over **2,500** apps and games as part of driving the overall design and architecture for a **multi-billion-dollar** application platform.
- Maximized application runtime and tool performance through technical leadership while directly managing **11-person** developer team that owned application lifetime management, globalization, and more. Oversaw direction for **60-person** developer team.
- Led the effort to bring Microsoft's universal app platform from PC to Xbox consoles, thus minimizing development costs for app developers targeting Microsoft platforms.

#### SOFTWARE ENGINEERING MANAGER

XNA Game Studio | Microsoft Corporation

02/2006 - 06/2011

Redmond, WA

- Delivered the first community-run, console-based game store and game development platform supporting **thousands of games**.
- Worked with business and technical leaders to shift product strategy and direction to simplifying 3D game development.
- Led **5-person** development team to deliver content pipeline, application model, and graphics runtimes for *XNA Game Studio*.

#### SOFTWARE ENGINEERING MANAGER

DirectX | Microsoft Corporation

06/2004 - 02/2006

Redmond, WA

- Managed a **10-person development team** through software development process changes to increase release frequency of the DirectX SDK from every **18 months to bimonthly**.
- Contributed to tactical and strategic direction of *Games for Windows* developer platform by identifying opportunities to assist PC game developers in building more successful PC games.

## ADDITIONAL EXPERIENCE

**SOFTWARE DEVELOPMENT LEAD**, *Xbox 360 Game Brute Force 2*, 06/2003 - 06/2004

**SOFTWARE DEVELOPMENT ENGINEER**, *Xbox Game Brute Force*, 12/2000 - 06/2003

**SOFTWARE DEVELOPMENT ENGINEER**, *Core Console and PC Game Tech*, 06/1998 - 12/2000

---

## EDUCATION

**BACHELORS OF SCIENCE**, *Electrical & Computer Engineering*  
**University of Illinois | Urbana - Champaign**

**1997**  
Urbana, IL