

Orlando Ayala

Senior Vice President, Emerging Markets



Senior Vice President Orlando Ayala is leading an initiative to align cross-company resources to help create long-term opportunities for Microsoft, its partners, and customers. Combining his recent experiences in emerging markets with his demonstrated strengths in solutions sales and marketing, Ayala's is focused on the strategic application of technology as a tool that accelerates economic and social progress. With a goal of solving the pressing problems our customers face during this transformational time in the industry, Ayala is partnering with teams championing increased openness as a fundamental tenet of Microsoft's platforms.

Before moving to this area, Ayala co-led Microsoft's Unlimited Potential Group. This group is charged with spearheading efforts to close the digital divide by creating new products and programs that will help bring social and economic opportunity to the estimated 5 billion people not yet realizing the benefits of technology. Through the expansion of the Microsoft Unlimited Potential program, the company has renewed and accelerated its long-term commitment to use technology, training, and partnerships to transform education, foster local innovation, and enable jobs and opportunities to sustain a continuous cycle of social and economic growth for everyone.

Ayala's appointment in this position continues his tradition of serving in roles for which he has a strong personal passion. He is committed to driving innovative partnerships among Microsoft, governments, nongovernmental organizations, and individuals. His goal is to improve access to technology and education that will offer new ways for individuals, communities and entire countries to realize their potential in the coming years.

Born in Colombia, South America, Ayala earned a bachelor's degree in management information systems before joining NCR in 1981. While there he held international assignments, including sales manager for Mexico, ultimately becoming product and sales manager for Africa, Latin America, and the Middle East.

Ayala joined Microsoft in 1991 as the senior director of the Latin America region, growing the region from four to nine subsidiaries with a 90 percent increase in revenue over four years. Intercontinental revenue similarly doubled to more than \$1 billion when he took on the role of senior vice president of that region. During this period, Ayala opened 33 Microsoft subsidiaries around the world, working with each to establish local needs, goals, and presence. Subsequent roles included senior vice president for the South Pacific and Americas region and group vice president of the worldwide Sales, Marketing and Services Group. In the latter position, he led the worldwide strategies, policies and programs that integrate the activities of Microsoft's diverse sales and service partners with the needs of Microsoft customers.

Later, as the senior vice president of the Small and Midmarket Solutions & Partner Group, Ayala led Microsoft's strategic focus on the rapidly growing market of small and midsize businesses, as well as the extensive channel of sales and services partners. Simultaneously he agreed to take on a unique dual role at Microsoft by serving as the chief operating officer of Microsoft Dynamics, where he was responsible for driving a consistent marketing and services strategy for Microsoft's then-nascent business solutions division.