**Aaron Greenberg Bio**

Aaron Greenberg is the General Manager for the Xbox Games Marketing team at Microsoft. This covers global product marketing for 1st and 3rd party games across Xbox One, Xbox 360, PC and mobile. This team was recently named the “Marketing Team of the Year” in the 2016 Games Marketing Awards. Prior to this role Aaron served as Chief of Staff running the executive office and day to day operations for the President of the Interactive Entertainment Division who led an organization of over 5,000 employees globally and reported into the CEO. Aaron has served in various roles on the Xbox business since joining in early 2000, from leading the Xbox Business Intelligence team to managing Product Marketing for Xbox LIVE to heading up Corporate Communications and global gaming event strategy for E3 and Gamescom at Xbox.

Prior to working at Microsoft, Aaron worked in consumer products for the Walt Disney Company, Nestle Food Company, and Dole Packaged Foods.

Aaron is an avid gamer, enjoys traveling the world, scuba diving, and can be found interacting with Xbox fans on Twitter @aarongreenberg.