

Mike Nichols

Corporate Vice President, Xbox Marketing

As the Corporate Vice President responsible for global marketing of Xbox, Mike Nichols leads teams dedicated to earning fans for the Xbox brand and for growing iconic products and franchises such as Xbox One, Xbox Live, Halo, Forza, Gears of War and Minecraft.

Prior to assuming his role in early 2014, Mike led a variety of strategic initiatives over his 20-year career at Microsoft. Most recently he was Corporate Vice President responsible for global marketing of Bing where he led the search business to record growth and brand preference. Earlier in his career, he helped design the product that would later be launched as Bing and played leading roles in the marketing of MSN, Windows and Internet Explorer.

A native of southern California, Mike attended the University of Michigan where he earned a business degree. He lives in the Seattle area, but still closely follows his beloved Michigan Wolverines and Los Angeles Lakers.