



Priscila Cordero

SENIOR PRODUCT MARKETING MANAGER, XBOX DEVICES

As a Senior Product Marketing Manager, Priscila Cordero is responsible for Xbox Devices go-to-market strategies, working across business groups to define the vision of hardware products including Xbox One X.

Prior to assuming her role in early 2016, Cordero served as Senior Audience Marketing Manager overseeing the migration of Xbox 360 users to Xbox One. She also held the role of Xbox Live Global Product Marketing Manager where she drove global programs for digital and console games. Cordero started her career with Microsoft Mexico and served as the Xbox Live Category Manager for Latin America from 2007-2011.

A native of Mexico City, Cordero attended Universidad Iberoamericana where she earned a degree in industrial engineering.