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| ***Microsoft SMSG Internal Job Description Template*****Guidance: For the below section, contact your HR representative or refer to the Job Title taxonomy at** [**Job Title Taxonomy**](http://hrweb/US/CareerModel/Use/about/jtt.htm) **on HRWeb. (Note that Partner/Segment, Project/Product and Vertical are optional fields)** |
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| **Standard Title** | Anti-Piracy Manager | **Date:** | **July 2011** |
| **Career Stage (IC1-7 or M1-M5):** | **M1** | **Profession:** | **Sales** |
| **Discipline:** | **Sales Leadership** | **CSP Name:**  | **Anti-Piracy Manager** |
| **Partner/Segment:** | **SMSP** | **Project/Product:** | **[Enter Here]** |
| **Vertical:** | **NA** |
| **Is This Job Eligible for Incentive Pay? Yes** |
| **Role Reports to:** Tracey Newman, Microsoft WECA SMS&P Director |

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| **Recruiting Job Description**  |
| Are you a dynamic leader with the passion, ability and experience to lead a team responsible for addressing one of Microsoft’s top business challenges and growth opportunities? Microsoft has identified reducing piracy as an instrumental strategy. The Anti-Piracy Manager role will lead a team dedicated to driving up revenue through long term, sustained piracy reductions while maintaining market share and a positive customer experience.The Anti-Piracy Manager for Microsoft West, East and Central Africa & Indian Ocean Islands (WECA) is a WECA Central role that may be based in any of the WECA sub-regions (i.e. Nairobi, Johannesburg, Port Louis, Lagos or Senegal). |

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| **Describe the focus of your work group and a general description of the work performed by the workgroup.** Reduce the economic loss from software piracy while maintaining usage share and a good customer and partner experience. This is accomplished via the three pillars of 1) Drive IPR (Intellectual Property Rights) Awareness; 2) Convert Piracy; and 3) Prevent Piracy**Why does the role exist?** To reduce the annual dollar loss to Microsoft from software piracy and grow Microsoft revenue faster than the broader software market due to reducing software piracy. **How does the role add value?** The Anti-Piracy Manager role has responsibility for developing and executing the end-to-end plan across segments, channels, and products as well as leading the anti-piracy virtual team. They materially impact the subsidiary sales revenues by broadly incenting the proper licensing of Microsoft software. **How is role unique from other roles?** No other subsidiary role has cross-subsidiary responsibility for the Genuine Software Initiative / Anti-Piracy plan and execution across segments, channels, and BGs. The OEM Segment owns the AAA strategy and the licensing of Windows Client, Office and Server on new machines. The Anti-Piracy Manager role owns the all-up plan to address piracy in West, East and Central Africa and Indian Ocean islands (WECA).**What are key initiatives and challenges facing this role over the next six months to three years? Key Priorities:** This role will aggressively drive a comprehensive approach to addressing Microsoft software piracy via changing customer and partner behavior, while also incorporating the shift to Online Services into the overall strategy. Five fundamental aspects of this role that are critically important to reducing Microsoft’s piracy rate are: 1. Drive Windows 7 BOS attach by executing the cross-subsidiary AAA playbook.
2. Addressing piracy in SMB
3. When addressing under-licensing not just closing the license gap but ensuring customers prevent future under-licensing problems.
4. Lead with the Cloud/BPOS where appropriate. Find the right balance with on-premise annuity offerings.
5. Continue investing in intelligence gathering, balanced enforcement, and promoting IPR.

Levers:* Drive IPR Awareness
	+ Government IPR campaigns, government enforcement including government sponsored commercial legalization (high piracy markets)
* Prevent Piracy
	+ Consumer: Drive preference for Genuine and properly licensed software via WAT (Windows Activation Technology) and OGA (Office Genuine Advantage)
	+ SMB: Drive attach of Online Services (FY12, Q4 onwards), increase reach with Genuine software messages ; drive Pro BOS attach via AAA execution
	+ Enterprise: Drive proper future licensing via SAM tools deployment and SAM optimization; drive Pro BOS attach via AAA execution
* Convert Piracy: installed customer base legalization
	+ Consumer: Leverage WAT (Windows Activation Technology) and OGA (Office Genuine Advantage)
	+ SMB: Leverage Red Customer Conversion Process (RCCP) and reporting tools to identify compliance opportunities via distis and Value Added Resellers (VARs)
* Enterprise and Public Sector: Customer License reviews via DirectSAM and RCCP engagement; address mislicensing/misversioning scenarios via AAA execution
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| **Primary Job functions**  |
| **Responsibility/Activity** | **Estimated Annual****% of Time** |
| Lead Anti-Piracy Initiatives for the West, East and Central Africa and Indian Ocean Islands (WECA) | 50% |
| Drive Piracy Prevention Strategies & Initiatives | 50% |

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| **Candidate Profile** |
| **Qualifications** |
| **Area Qualification** | **Description of What’s Needed** |
| Experience | What work experience is essential to the job? How many years of previous work experience would it typically take to gain sufficient experience in these areas to minimally fill this job role?[ ]  No related experience [ ]  5 – 8 years of related experience[ ]  1 – 3 years of related experience [x]  8 – 10 years of related experience[ ]  3 – 5 years of related experience [ ]  10+ years of related experience |
| What type of supervisory or management experience would be necessary to fulfill the job requirements, if any? [Start Typing Here] |
| Education | What education is typically required for the job?Required Preferred  [ ]  [ ]  High School  [ ]  [ ]  Associate’s Degree  [x]  [ ]  Bachelor’s Degree (B.S./B.A.) [ ]  [x]  MBA [ ]  [ ]  Master’s Degree [ ]  [ ]  Jurist Doctorate [ ]  [ ]  Ph.D. |
| Field of Study (if applicable): Business, Information Technology, Marketing, Legal, Economics or computing related. |
| Professional Training and Certification | Formal training in project management preferred. |
| Knowledge, Skills, and Abilities | Candidates must have at least 7 years of practical experience in sales, marketing, communications, and channel and/or business development. 2-3 years management experience strongly preferred. Local language required at discretion of GM. |

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| **Comparable Jobs (Optional Section)** |
| **Source** | **Comparable Jobs**  | **How this job is similar to yours (job scope, experience, etc.)** |
| Internal | 1. Business Group Lead | 1. Requires deep understanding of business dynamics, sales, marketing, and licensing scenarios and solutions. |
| External | 1. Business Development Manager | 1. Requires deep understanding of licensing scenarios and solutions. |

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| *This description has been designed to indicate the general nature and level of work performed by employees within this position. The actual duties, responsibilities, and qualifications may vary based on assignment or group.* |
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| Microsoft is an equal opportunity employer and does not discriminate against individuals on the basis of race, gender, age, national origin, religion, marital status, veteran status, or sexual orientation. |