

Date: Thursday, June 11, 1992 2:07PM

interesting, i never received the original from tandy..;

From: David Cole  
To: Tandy Trower  
Cc: Brad Silverberg  
Subject: RE: Chicago UI  
Date: Thursday, June 11, 1992 2:43PM

thanks. We'll obviously keep you in the loop.

From: Tandy Trower  
To: David Cole  
Cc: Brad Silverberg  
Subject: Chicago UI  
Date: Thursday, June 11, 1992 01:56PM

As you plan out Chicago's UI changes, please be sure to include me on the dissemination of any information on this. Also, know that if I can help on brainstorming or the design, feel free to call on me. I have spent a lot of time thinking and reviewing where we are going. At the very least we should talk at some point about a few UI issues (i.e. pop-up menu interface) that probably need to get cleared up in Chicago.

thanks

From: Brad Silverberg  
To: Steve Ballmer; Patty Stonesifer  
Subject: FW: Philippe Goetschel: Group Program Manager of Interoperability Design Group  
Date: Thursday, June 11, 1992 3:13PM

i guess you didn't get him to lead your special project. too bad, he would have been good.

From: Christopher Graham  
To: Apps Line Marketing Dept; Desktop Apps BUMS; APPS Group Program Managers; Apps Product/Marketing Managers; Bernard Vergnes; Brad Silverberg; Brian Macdonald; David Cole; Gary Gigot; Greg Tibbetts; APPS Interoperability Business Unit; Jeff Raikes; John Neilson; Marty Taucher; Mike Maples; Mike Negrin; Patty Stonesifer; Paul Maritz; Pete Higgins; Russ Werner; Steve Ballmer; Steve Madigan  
Subject: Philippe Goetschel: Group Program Manager of Interoperability Design Group  
Date: Thursday, June 11, 1992 3:05PM

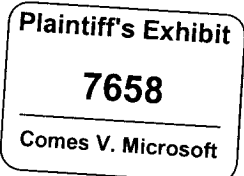
I'm pleased to announce that Philippe Goetschel will be joining my team to head up the Interoperability Design Group as Group Program Manager. In this capacity he will be responsible for leading the drive to create a family of interoperable (consistent and integrated) products.

Philippe joined the Applications Marketing Group as Strategic Marketing Manager a year ago and has accomplished a lot during that short time. He helped form the Information Management Product Unit and has been their Group Product Marketing Manager. With project Ptolemy he conceived and helped design an organizational usability product targeted at corporate customers to automatically install, upgrade and meter MS applications. In project Copernicus he spearheaded an effort that analyzed what it feels like to be a Microsoft customer which resulted in numerous changes in marketing, sales and program management. Recently he also helped drive a joint SMSD/Apps marketing audit whose results will be rolled out shortly.

Philippe brings ten years of industry experience with him and helped design the Norton Utilities, the Norton Desktop for Windows, Lotus Symphony, Lotus Express and Lotus Metro.

Responsibilities of the Interoperability Design Group will include:

- Carrying out market and user research to better understand the importance of specific areas of interoperability to users.



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- Working with Apps Marketing and the product units to develop a strategy to gain the maximum marketing advantage from our interoperability work.
- Working with Apps Marketing to define the Microsoft applications strategy, of which interoperability is a key part.
- Coordinating the work of product units to design key features that will characterize the Microsoft product family such as tool bars, drag and drop, shortcut menus, standard dialogs, and many others.
- Coordinating the work of product units to support key cross product scenarios.
- Prototyping key areas of future applications user interface and usability testing them.
- Working with Systems to provide applications input to the design of future versions of the system, and to help applications leverage features in future versions of the system.
- Providing a source of information on design standards, features being designed and when they are proposed to be added to each product, usability results, graphic images, contact people around the company on various feature areas, and information on the current status of various areas of cross-app design.

Philippe's range of experience makes him a great choice to lead this group.

He will join the IDG effective June 15.

— Chris

From: Brad Silverberg  
 To: Richard Tong  
 Subject: FW: Philippe Goetschel: Group Program Manager of Interoperability Design Group  
 Date: Thursday, June 11, 1992 3:14PM

i guess you didn't get him for win marketing. too bad. he would have been good. did you know he was going to take this? it's not the bum position he was promised. yet another line/staff job.

i'll tell you who would be great in win mkting : lauraj.

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