

Mitch Koch
Corporate Vice President, Worldwide Retail Sales
Entertainment & Devices Division

As corporate vice president of Worldwide Retail Sales and Marketing for the Entertainment and Devices Division of Microsoft Corp., Mitchell Koch is responsible for all Microsoft's retail sales and marketing for Microsoft Office, the Windows operating systems, games, and consumer software and hardware products worldwide. This includes sales of PC game titles such as the award-winning franchises Flight Simulator and Age of Empires; hardware products such as the Microsoft Mouse; and consumer software including Microsoft Office, Windows, Encarta Encyclopedia and Microsoft Works.

Most recently, Koch has driven the sales and marketing strategy for the Xbox video game system as well as Xbox accessories and game titles, resulting in sales of more than 21.9 million units worldwide since launch in November 2001. Xbox has the highest attach rate of any video game console, with an average of three games sold for every console purchased.

Koch joined Microsoft in October 2000 with 20 years of experience; he spent the previous six years at Buena Vista Home Entertainment, a division of Walt Disney Co., most recently serving as its president. He was responsible for the launch of more than eight titles on Disney DVD, including Pinocchio, 101 Dalmatians, Lady and the Tramp, The Little Mermaid and Peter Pan.

Koch began his professional career at Arthur Andersen & Co. He holds a bachelors degree in accounting from California State University.

Koch is married and enjoys spending his free time with his wife and three sons.