

## **Moshe Lichtman**

Moshe is a member of Microsoft's worldwide executive team and is responsible for all technology activities in Israel, including the R&D centers in Haifa and Tel Aviv, new core R&D projects, and partnering with the local venture-capital community and academic institutions. In addition, he is a key leader driving strategy development for Microsoft entertainment-related projects in Europe. Until 2006, Lichtman was based in the U.S. and served as corporate vice president of the Microsoft TV Division, where he was responsible for the development, marketing, sales and deployment of Microsoft's software solutions for the digital television industry worldwide.

Lichtman joined Microsoft in 1991 as a product manager in the Personal Systems Division. Since then he has held several marketing and management positions and led an industry-wide effort called Plug and Play to improve the design and usability of the PC. In 1995, Lichtman moved to Microsoft's Consumer Platforms Division and became president of Softimage, a Microsoft wholly owned subsidiary and a leading provider of digital media creation tools for the film, video, and interactive industries. Under Lichtman's leadership, Softimage spearheaded the deployment of powerful media creation tools on the Windows NT platform and released its groundbreaking Digital Studio product-line. Moshe was the key driver behind Microsoft's strategic partnership with Avid Technologies and its eventual acquisition of Softimage.

In 1998, Lichtman assumed the position of vice president of the Digital TV platform strategy, coordinating efforts across the Windows, Windows CE, WebTV and the interactive media group. In 1999, Moshe assumed responsibility for Microsoft's international Internet business, driving the broad adoption and profitability of MSN in 33 countries outside the U.S. Under Lichtman's leadership the MSN international business grew more than 400 percent in users and revenues and became the number one network in Europe, Canada, Australia, New Zealand and several Asian countries.

Prior to Microsoft, Lichtman held software development and management positions in several high-tech companies in Israel. He is co-author of the best-selling book "The Complete Guide to the C Language", and has 7 patents registered in his name in the US. He holds a master's degree in business from the MIT Sloan School of Management and a bachelor's degree in computer engineering from the Technion, Israel Institute of Technology.