

Cory Van Arsdale,
General Manager, Microsoft Online Services, New
Business Integration

Cory has been at Microsoft for over twelve years and was just recently appointed to be CEO of the Massive Incorporated subsidiary delivering in-game advertising for PC and console games. Cory's background is about developing successful partnerships. For the past six years, he ran business development and partnerships, beginning with a small team supporting MSN in the U.S. and growing it to an 80+ person team supporting all of global Online Services. Along the way, the team developed partner relationships that have brought in significant contribution margin to Microsoft while enjoying some of the highest partner satisfaction in the company.



Prior to MSN and business development, Cory practiced law for 15 years as a technology development and transaction specialist. Six years were spent in Microsoft's Law Department, where he supported Windows 9x, Internet Explorer and the Digital Media Division. His most fun deal: licensing Start Me Up from the Rolling Stones for the Windows 95 launch. Prior to Microsoft, Cory practiced in Silicon Valley at Sun Microsystems, Apple and the start-up, Be, Inc. Cory graduated from Santa Clara University law school and the University of California at Santa Barbara.