

# PAUL DIAMOND

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As the Store Design & Production Lead at Microsoft Experience Centers, I've honed a decade-long expertise in crafting engaging experiences and marketing solutions, notably through projects like the Microsoft Flagship London Store and Visitor Center Redesign. My journey, rooted in entrepreneurial spirit and driven by a passion for technology and customer engagement, encompasses diverse roles from business ownership to leading creative initiatives. This blend of experience underlines my commitment to building brand love by creating impactful, emotionally charged customer experiences.

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## PROFESSIONAL EXPERIENCE

### MICROSOFT (RETAIL STORES)

*SR. CHANNEL MARKETING MANAGER – Store Design & Production Lead*

Sept. 2018 – Current

*PARTNER/CHANNEL MARKETING MANAGER – Gaming*

Feb. 2016 – Sept. 2018

In my role at Microsoft, I am at the forefront of creating high-impact demonstrations and experiences for Microsoft Experience Centers (formerly Microsoft Flagship Stores). My responsibilities include steering special projects like the major redesign of the Microsoft Visitor Center, as well as crafting flagship experiences and innovative concepts that enhance the appeal and functionality of Microsoft Experience Centers.

#### Key Responsibilities:

- Developing and implementing experiential marketing strategies to elevate brand presence and customer engagement at Microsoft Experience Centers.
- Lead a team of vendors to drive visual merchandising excellence.
- Orchestrating the comprehensive redesign of the Microsoft Visitor Center, transforming it into a cutting-edge, interactive experience.
- Curating flagship experiences that set new benchmarks in customer interaction and store ambiance at Microsoft Experience Centers.
- Innovating and evolving store concepts, ensuring Microsoft Experience Centers stay ahead in delivering exceptional customer experiences.
- Providing vital field support to the Microsoft Experience Centers team, facilitating smooth execution of marketing initiatives and operational efficiency.

#### Key Achievements:

- Successfully managed and executed the Microsoft Visitor Center Redesign, markedly improving visitor engagement and satisfaction.
- Conceptualized and implemented multiple flagship experiences, garnering acclaim for innovation and effectiveness.
- Played an integral role in the development of new store concepts, leading to an increase in customer footfall, engagement and sales at Microsoft Experience Centers.
- Delivered robust field support, ensuring optimal operational performance and high-quality customer experiences across Microsoft Experience Centers.
- Selected for several industry awards in 2023, including for my work with Liberty of London & our 2022 Holiday Windows

### CLARICARE

Nov. 2014 – Oct. 2015

#### *DIRECTOR OF PRODUCT*

At ClariCare, an innovative technology company poised to revolutionize dental care management, I led the development of a groundbreaking suite of tablet and cloud applications. These applications, designed to seamlessly integrate with practice management systems (PMS), were pivotal in optimizing and managing key functions of dental practices. ClariCare's technological advancements led to its acquisition by iCoreConnect.

#### Key Responsibilities:

- Directed the development of ClariCare's tablet and cloud application suite, enhancing dental practice efficiency and patient care.
- Ensured seamless integration of our products with existing practice management systems.

- Led a team of hybrid offshore and local developers and designers in creating user-centric, innovative software solutions.
- Collaborated with dental professionals to tailor our applications to the specific needs of dental practices.
- Oversaw product roadmaps, from conception to launch, ensuring alignment with industry trends and customer needs.

## **RADIUS, INC.**

July 2013 – Nov. 2014

### **SR. CONSULTANT – Microsoft Retail Stores**

*Technical Program Manager - Microsoft Retail Stores (Xbox Category)*

*Event Manager – New Product Launch Events and New Store Openings*

As a Sr. Consultant at Microsoft Stores, I led the Xbox One launch across over 80 locations in the US, Puerto Rico, and Canada. My focus was on managing and innovating Xbox One Experiences & Demos, enhancing customer engagement in our stores. This involved coordinating with IT, Marketing, Supply Chain, Merchandising, and Events teams for a seamless launch. My efforts were pivotal in making the Xbox One launch one of the most successful in Microsoft's history, recognized for outstanding project management and creating unique, engaging retail experiences.

#### **Key Responsibilities:**

- Led the project management for Xbox One Experiences & Demos, driving a unique retail experience.
- Coordinated with multiple work streams including IT, In-store Marketing, Supply Chain, Merchandising, and Events to ensure a seamless launch process.
- Implemented strategies to maximize customer engagement and interaction with Xbox One in stores.
- Collaborated closely with store teams and other stakeholders to align efforts and achieve common goals.
- Drove experiences for new store opening events.

## **SESAME COMMUNICATIONS**

June 2011 – July 2013

### **SR. WEB PRODUCER**

## **REBORN**

Jan. 2007 – June 2011

### **PRINCIPAL**

## **THE ROCKIT ROOST**

June 2009 – Dec 2010

### **WEBSITE DIRECTOR/EVENT COORDINATOR**

## **SKILLS**

### **TECHNICAL**

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|------------------------|---------------------|--------------------------------|
| • Microsoft Office     | • Microsoft Project | • Unreal Engine                |
| • Adobe Creative Suite | • SharePoint        | • Construction Drawing Reviews |

### **FUNDAMENTAL**

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|----------------------|-----------------------|----------------------------------|
| • Experience Design  | • Product Marketing   | • Marketing Strategy             |
| • Program Management | • Event Logistics     | • Large Scale Technical Launches |
| • Event Management   | • Customer Experience | • Creative Concepting            |
| • Visual ID          | • Brand Partnerships  |                                  |