

9 September 2008

By: Marius Oiaga, Technology News Editor

Windows Vista  
Microsoft

## [Become a Windows Guru for Vista SP1](#)

### *And for Microsoft*

Microsoft is, without a doubt, not short on Windows evangelists, but with the launch of the \$300 million marketing campaign put together by ad agency Crispin, Porter + Bogusky, the company is searching for a different approach. At the same time, the Redmond giant is also looking to hire in excess of 100 pseudo-evangelists who will start spreading the gospel of Windows Vista ahead of the 2008 holiday season. In this context, Microsoft has started accepting submissions for the job of Windows Guru.&nbsp;

"As a Windows Guru you'll love to: demonstrate the power of the PC in fun, inspirational ways; take the fear and complexity out of technology and make it easy and enjoyable; empower others through how-to trainings and workshops; answer questions and offer solutions to retail customers that surpass their expectations; create a legacy through memorable customer service; work with an amazing team; innovate, educate, inspire," [reads](#) an excerpt from the Microsoft job listing.

The Redmond company has kick-started a process of reinventing the Windows brand, but at the same time it is looking to deliver a hands-on experience with the new \$300 million facelift marketing campaign. In this regard, a Retail Experience Center will be opened on the Redmond campus with [Microsoft "Gurus"](#) planned to assist PC buyers at retail outlets throughout the world when it comes down to purchasing new machines. The company is ready to pay \$20 per day for the Windows Gurus willing to work full time, including weekends, and to evangelize Windows Vista Service Pack 1.

"Do your friends and family turn to you when they want to learn more about their PCs? Do you relish the chance to teach them how PCs can improve their lives and do things they never before thought possible? In your free time, do you turn to your PC for fun&mdash;or just to create or learn something new? Microsoft technologies inspire millions of people every day, and we're just getting started. If you're interested in harnessing your knowledge and passion in order to make buying a PC an even better experience at retail, we'd love to hear from you," Microsoft adds in the job description.