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Microsoft

## [Microsoft Communications Sector Gets New Corporate VP](#)

*Austen Mulinder*

Microsoft's Communications Sector has a new Corporate Vice President, the Redmond company announced, indicating that Austen Mulinder's new role would be focused on fueling products designed to enable partners to not only serve but also administer connected experiences across computers, mobile phones and TV screens. Before taking on his new responsibilities, Mulinder occupied the position of vice president for Worldwide Enterprise Sales. The new Corporate VP of the Communications Sector joined the Redmond company in 2007.

"Austen is incredibly passionate about how Microsoft can create value for its customers and partners," explained Simon Witts, corporate vice president of Microsoft's Enterprise and Partner Group. "He brings a wealth of sales and leadership experience from his previous roles and understands the importance of building trusted partnerships with our customers. By applying Microsoft innovation, Austen sees incredible potential in how this sector can create new opportunities through the unique combination of software and services to customers."

According to Microsoft, Mulinder will take on his new responsibilities immediately, and will report directly to Witts. The role of Communications Sector Corporate VP involves overseeing the software giant's sales and marketing strategy associated to telecommunications, hosting, media and entertainment partners and business customers. In 2007, ahead of joining Microsoft, Mulinder was president and chief executive officer of Fujitsu Transaction Solutions, a Fujitsu company. As VP of Worldwide Enterprise Sales, he led and executed the sales strategy for Microsoft's Enterprise business, the Redmond company informed.

"It's an opportune time for Austen to come to the Communications Sector, an organization that is focused on helping these industries adapt to a rapidly growing and increasingly competitive environment. These industries in particular are experiencing significant change in the way their customers are consuming digital content through high-speed broadband and mobile services. He believes this provides a significant partnering opportunity for Microsoft," Witts added.