

Kim Oberg

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Connector

Business Insights
Contract Negotiations
New Business Development
Competitive Analysis

Business Leader

Strategist

International Management
IP Licensing
Account Management
Solution Selling

PROFESSIONAL EXPERIENCE

Self Employed, San Francisco, CA

2016 – Present

- Strategic consulting and business development assisting companies and individuals with business strategy, positioning, vision, and competitive analysis.
- Researching developments and implications of 360 video, VR/AR/MR in the market regarding hardware, content production, and brand marketing.
- Consultant for VC and PE firms re: interior design technologies and emerging trends.

Director, Business Development, 2020 Technologies, San Francisco, CA

2015 – 2016

- Led the new Direct to Consumer (D2C) line of business at this global market-leading software company focused on interior design solutions for homes and offices.
- Devised business strategy, led market analysis, business strategy, and ensured D2C readiness across SaaS and PaaS, Cloud solutions, partner evangelism, and engagement.
- Worked with Product Management and Development, Engineering, Marketing and Legal to devise and refine product and GTM strategy, created validated business models, and developed consumer concepts and partner strategy for customer success.
- Collaboratively built out the API and demo solutions for partners, engagement, implementation, and consumer use.

Senior Business Development Manager, Microsoft Corporation, Redmond, WA

2006 – 2014

- Led Microsoft's Online Business Group (Bing and MSN) content genre verticals through full business life cycle for US market, multi-market (North America, APAC, LATAM and EMEA), and globally.
- Devised market, content, and partnership strategies to develop and leverage Microsoft products and services for leading market positioning, partner/customer success and end user engagement. Specialized in global expansions and business turn-arounds.
- Created and developed new business models, business processes, operations, structures, frameworks and best practices for MSN WW.

Verticals Supported:

- **Music** Negotiated and closed license deals with all major and many independent labels for music distribution on MSN. Led the negotiations and relationships with copyright holders and PROs (ASCAP, SESAC, BMI, and SoundExchange) to secure the necessary licenses for Microsoft's digital music use in the U.S. Collaborated with and advised colleagues regarding global music use, to coordinate efforts and gain economies of scale.

- **Video.** Grew Microsoft's digital video business in the US by 800%, expanding from 1 to 48 markets worldwide. Led a cross-functional team of 20+ employees. Globally coached and collaborated as the business lead for video content acquisition, ingestion, content management, storage, delivery, operations, production and strategy. Negotiated content deals with major studios, networks, independent producers, aggregators and licensors. Negotiated, executed and managed long-term partnerships to provide hundreds of daily videos in every market, from top networks and industry brands that enabled MSN sites and apps to engage with millions of users and generate multiple millions in monthly advertising revenue. Developed relationships for off-network delivery with MSOs and CE Manufacturers.
Developed Originals; Microsoft's initiative to commission franchise video web series made exclusively for the Internet. Directed strategy and negotiations with major studios and independent producers. Created over 50 scripted and unscripted video properties which generated millions of dollars in ad revenue.
- **Autos.** Strategized and delivered the turnaround changes that elevated MSN US Autos comScore rank from 9th to 1st at the time of site relaunch. Led market analysis, strategy, strategic partner sourcing, internal and contractual negotiations, and implementation of the new site launches optimized for SEO, advertising, demographic appeal, and content delivery.
- **News, Local, Weather, Special Events and Projects, Monetization and Analytics.** Directed new opportunities in cross-platform projects that included AI solutions, mobile and desktop applications, ticketing, content licensing and media aggregation in support of key verticals for expansion and development.

Business Development Manager, Microsoft Corporation, Redmond, WA

2005 – 2006

Spearheaded the identification, management, and licensing of content from strategic partners for the MSN US portal focused on Music and Video verticals, owning the long-term, strategic partnerships and day-to-day operations and integrations.

Senior Paralegal, Legal and Corporate Affairs, Microsoft Corporation, Redmond, WA

2000 – 2005

Advised, educated, and served as first point of contact for internal business unit clients. Negotiated, drafted and executed commercial license agreements in support of Microsoft's online verticals: Music, Entertainment, Autos, Lifestyle, Health and Fitness, Real Estate, MSNBC, and MSN International.

EDUCATION

B.A., California Polytechnic State University, San Luis Obispo, CA