

BIG IDEAS FROM THE BIG SHOW

FRESH FROM THE 2016 NRF BIG SHOW
EXPLORE GLOBAL INSIGHTS WITH EXHIBITORS



Marcella Larsen - Australian Retail Industry Development Executive, Microsoft PTY



Marcella Larsen is the Retail Industry Market Development Executive for Australia. Marcella is responsible for leading platform agnostic cloud and mobile Focused Growth Strategies in the industries of Retail, Travel, Hospitality and Consumer Goods. She oversees retail industry strategies, marketing, solution development, partner development, thought leadership and customer relations, ensuring the full extent of Microsoft's industry visions and value propositions are realized locally. Marcella brings almost 22 years of deep customer, vertical technology, sales and marketing experience to this role.

Prior to this role Marcella was the Australian lead for the Application Platform Business Group. During her years at Microsoft she has held key worldwide positions in Redmond, the US subsidiary and Australia in international trade, public relations, community affairs, operations, marketing and product management across the business groups. Before joining Microsoft Marcella began a career in Retail during university at Abercrombie & Fitch and secured her first full time role in international trade working with Samsung as a client in South Korea.

Marcella has a strong track record in developing and growing business, is results oriented, with a multidisciplinary approach for business planning. She is experienced in marketing, business development, supply chain operations, international trade, finance, and product management.

Marcella holds a liberal arts degree in International Studies and Economics from the University of Oregon in the USA. She currently resides in Sydney Australia with her two daughters and husband. She recently participated in the Westfield Global Retail Study Tour and has completed a number of Kellogg Executive Education Marketing courses.