



Senior tech executive at three, trillion-dollar tech companies – Amazon, Microsoft, Apple



Experience

Executive Roles

Rdio *CEO*

Amazon *Vice President*

Apple *General Manager*

Microsoft *Vice President*

Public Board Roles

WM Tech *Board Member*

CMGI/ModusLink *Board Member*

Active24 *Board Member and Chairman*

Loudeye *Board Member and Executive Chairman*

Several Private and Nonprofit Boards

Anthony Bay

CEO and Founder

About Me

Early in my career, I fell in love with the potential of computers to connect people. I have been involved in multiple aspects of the software industry, including very early involvement in digital communications, social media, e-commerce, digital media, and subscription services. I have managed product and engineering organizations, business units, divisions, and companies. I was involved as a principal in numerous M&A transactions on both the buy and sell side, as well as establishing and operating several international joint ventures. I've also served on multiple boards, including four public companies in the US and Europe. My passion for technology, the empowerment gained from working with committed and top-notch individuals, and my desire to make a difference led to the founding of Techquity. We are building a new model of advisory firm that helps companies that matter solve problems that matter through world-class software thinking and execution.

Career Highlights

My career has been defined by taking on new tech initiatives and building high-performing teams to execute them. I have had the incredible opportunity to be a senior executive leading core product and business initiatives at three of the most valuable and impactful tech companies in the world (Apple, Microsoft, and Amazon) during periods of rapid, exciting, and formative growth. I was CEO of a global music subscription service before subscription music had achieved mass adoption. I have also been involved with numerous startups and smaller private tech companies as an investor, CEO, and board member, and have co-founded several companies. I have lived, studied, and worked in the US and Europe and have been a board member of four public companies, of which I was chairman of two.

Techquity Solutions

I'm passionate about helping leaders who are committed get the tech partner they need to enable scale with hands-on guidance from highly experienced tech leaders. Our collective experience and advice help companies avoid mistakes and increase the likelihood of success by identifying opportunities and risks. We perform honest appraisals of their capabilities and resources and then partner with them to develop and guide a technology strategy, talent strategy, and operational execution that maps to their unique situation and requirements. I am also a self-described techno-optimist. I see technology as a primary driver of human innovation and quality-of-life improvements, and I'm excited about the broad applications of tech across various fields, including energy, sustainability, health, communications, and space.

Innovation & Impact

- **Senior executive at three trillion dollar tech companies; Apple, Microsoft, Amazon**
- **Led dramatic growth of Amazon Prime Video in the US and Europe**
- **Launched original MSN, then led Microsoft's e-commerce and digital media platform development and growth**
- **Led Apple's online services in the US and Europe**
- **Scaled Rdio global music subscription service and sold to Pandora**
- **Board director on three US public companies and one in Europe; including several as chairman**
- **M&A transactions ranging from less than \$1M to >\$250M**
- **Angel Investor, Board member, and Advisor in numerous privately held tech companies**

Thought Leadership

- [*Software is Eating the World. Technology is Eating Corporate Governance.*](#)
- [*How I Made It: Rdio CEO Anthony Bay*](#)

**Technology problems are the hardest problems.
We help you fix them.**

We Can Help