

JURA VAINIUS

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Summary

Results-driven professional with a proven track record in implementing effective strategies to improve operational efficiency. My expertise is in identifying areas for improvement, developing innovative solutions, and executing strategic initiatives that align with organizational goals. I am now leveraging my skills and experience as a consultant to help organizations modernize and grow.

Demonstrated expertise & success in the following:

- **Change Management and Organizational Transformation** – Leads and manages change initiatives, identifies opportunities to streamline and modernize, builds consensus on needed changes, and ensures successful deployment.
- **Strategic Planning and Execution** – Develops and implements strategic plans, identifies areas for improvement, and executes initiatives that align with organizational goals.
- **Cross-Functional Leadership and Collaboration** – Leads cross-functional teams, fosters collaboration, and works effectively with diverse groups, including local and remote team members across multiple time zones.
- **Data-Driven Decision Making** – Uses data and metrics to guide decisions, measure impact, and drive continuous improvement.
- **Stakeholder Engagement and Communication** – Engages with stakeholders, delivers key messages, and builds relationships through strong writing and presentation skills.
- **Coaching and Mentoring** – Coaches and mentors team members, fosters growth, and empowers others with a focus on individualized coaching and respect.

Career History & Select Experience

WHAT WORKS SOLUTIONS LLC; Woodinville, WA

Owner & Principal Consultant

Oct 2025 – Present

Launched an independent consulting company specializing in helping businesses modernize their internal workflows to enable effective AI tool adoption that enables business growth without increasing overhead. Services include:

- AI training focused on practical, responsible use of AI tools in business environments
- AI strategy development aligned with operational goals and existing workflows
- Design and implementation of custom AI-enabled automations and internal tools
- End-to-end change management to support successful adoption across teams
- Ongoing advisory services to help clients evaluate and implement emerging technologies

MICROSOFT CORPORATION; Redmond, WA

Principal Group Product Manager, WSSI (Windows Silicon and System Integration)

Oct 2024 – June 2025

Shifted Product Management focus and operating model in the Windows Silicon PM team to continue to deliver on commitments with 40% less headcount. Led a PM team managing projects across hardware security, multimedia, selfhost, and new HW delivery programs.

- Halved headcount cost to run WSSI selfhost by re-architecting the internal hardware selfhost program for better efficiency and accountability.
- Built a mature planning process that accommodates needs for multiple types of hardware and software projects with internal and external partners, rigid hardware delivery schedules and flexible software project cycles, and highly confidential programs.

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Principal Group Product Manager, Windows Fundamentals

May 2023 – Oct 2024

Led strategy, vision, and delivery of a portfolio of solutions including Skills in Windows Copilot, Test Base for M365, internal and customer-facing capabilities to protect and improve quality while accelerating Windows feature delivery. Geo-diverse team spanned US, China, Kenya, and Nigeria.

- Established a more rigorous feature planning process for Test Base based on objective ROI and expected customer usage that reduced delivery of low-usage features and increased ROI and customer value.
- Determined the customer value of Test Base no longer justified the cost based on analysis of cost versus value to the Windows business. Led sunset of the service with graceful customer offboarding and positive industry press response.
- Established the vision and roadmap and built out the pipeline and process for delivering Skills that enabled Copilot to take local action in Windows. Delivered more than a dozen Skills with partner teams across Microsoft that demonstrated the value of the agent concept.

Principal PM Manager, App Compatibility, Windows Fundamentals

Jan 2019 – May 2023

Led innovation in using data to streamline efforts to measure and maintain high App Compatibility in Windows with a geo-diverse team across US, Kenya, Ireland.

- Built and managed the founding PM team of the Africa Development Center in Nairobi, Kenya. Led the team to build out the Product Management discipline in Kenya and supported them to become a successful remote engineering team, now part of a several-hundred-person development center.
- Led design and delivery of the Azure Migration Service to provide customers with individualized app compatibility insights to smooth their migration to Azure using cloud data insights and the Compat team's continuous validation results.
- Directed changes to Compat's Windows validation process, achieving up to 40% less manual validation costs. Implemented ML, data analysis, and automated workload assignment for daily builds.

Senior Program Manager, Windows Flighting & Feedback

Aug 2013 – Dec 2019

Designed, shipped, and maintained experiences for the Windows Insider program and Feedback Hub app.

- Spearheaded using ML to streamline triaging millions of pieces of feedback. Drove double-digit improvements in triage rates and Insider satisfaction with feedback handling.
- Designed and drove execution of the Feedback service strategy for achieving compliance with the EU's General Data Protection Regulation (GDPR) law.
- Launched the Windows Insider Program registration experience with the introduction of Windows 10 that onboarded millions of Insiders and internal selfhosters.

Program Manager, Windows Ecosystem Engagement

Mar 2009 – Aug 2013

Built and executed programs to engage developer and entrepreneur audiences in Windows 8 app development.

- Designed and built content kits for Startup Weekend Windows 8 Bootcamps to seed Windows 8 app development. Content was packaged and delivered in 50+ Bootcamps worldwide.
- Designed and ran the 2012 and 2013 Windows 8 Challenge in Imagine Cup. Led two Windows 8 app design sessions at the 2012 Worldwide Finals in Sydney, Australia.
- Managed the content development process for the first Build conference with stakeholders from Windows Client, Windows Server, and Developer Divisions. Built a session list of 300+ live and pre-recorded sessions that together presented the developer story for Windows 8.

Program Manager, KIN Team

Aug 2008 – Mar 2009

Created and led an internal beta program covering hardware and software development. Drove requirements to feature teams for Mobile Operator compliance to ensure the product met specifications.

Program Manager, MSN Services & Windows Live Desktop Communications Team

Apr 2003 – Aug 2008

Built and managed release schedules, partner dependencies, and livesite support for 6 flagship MSN services that later became the Windows Live Essentials suite.

Software Test Engineer, People & Groups Team

Sep 2000 – Apr 2003

Collaborated with local and offshore content teams to test features in MSN Groups, and MSN Member Directory.

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COM.SORTIUM LLC; New York, NY

Office Manager

Jun 1999 – Aug 2000

Engaged with customers to support their deployments of the Company's web-based enterprise recruiting system and onboard new customers. Developed acceptance test plans to walk new customers through their system and demonstrate functionality.

Education

B.A. CORNELL UNIVERSITY; New York, NY

1999