

JURA VAINIUS

jura@whatworkssolutions.com

Business Transformation & AI Strategy Consultant with 25 years of experience leading large-scale organizational change. Expert in designing operating models, governance frameworks, and AI implementation roadmaps that align emerging technology with people-first business value.

My superpowers

AI Strategy Development & Execution | Change Management and Organizational Transformation | Strategic Planning and Execution | Cross-Functional Leadership and Collaboration | Data Strategy & Analysis | Stakeholder Engagement & Communication | Coaching and Mentoring

25-year Microsoft veteran turned independent executive

WHAT WORKS SOLUTIONS LLC; Woodinville, WA

Owner & Principal Consultant

Oct 2025 – Present

Senior Advisory Consultant specializing in Business Transformation. Lead executive discovery sessions and stakeholder workshops to assess organizational effectiveness and design practical AI strategy roadmaps. Services include:

- Fractional executive services across change management, organizational alignment, learning and development, and strategic planning.
- Advise mid-market and enterprise clients on AI Governance and Operating Models, translating emerging technology into practical, risk-aware business applications
- 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

MICROSOFT CORPORATION; Redmond, WA

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

Oct 2024 – August 2025

Shifted Product Management focus and operating model in the Windows Silicon PM team to continue to deliver on commitments with 40% less headcount.

- **STRATEGIC PORTFOLIO RATIONALIZATION** Led organizational transformation and operating model redesign for the Windows Silicon PM Team. Rationalized team charters and governance frameworks to maintain strategic delivery targets, achieving a 40% gain in operational efficiency following a major merger.
- **STREAMLINE HARDWARE SELFHOST** Halved headcount cost to run the internal hardware selfhost program while maintaining quality and effectiveness by re-architecting the internal hardware selfhost program.
- **POST-MERGER TEAM INTEGRATION** Identified operational gaps and business risks in hardware/software integration to re-architect a sustainable operating model following a major team merger. Accommodated needs for varying hardware & software cycles and highly confidential programs.

Principal Group Product Manager, Windows Fundamentals

May 2023 – Oct 2024

Led strategy, vision, and delivery of a portfolio of products and initiatives to protect and improve quality while accelerating Windows feature delivery. Led a geo-diverse team spanning US, China, Kenya, and Nigeria.

- **LAUNCH SKILLS IN WINDOWS COPILOT** Developed the investment business case and implementation roadmap for AI Skills in Windows Copilot, translating ambiguous emerging technology into a practical product framework. Managed a "service-delivery" model with dozens of cross-functional partner teams to launch 12+ AI-enabled capabilities in the initial preview.
- **STRATEGIC BUSINESS VALUE ASSESSMENT AND PRODUCT SUNSET**
 - Established a rigorous feature planning process for Test Base for M365 to eliminate spend on delivery of low-usage features and increase ROI and customer value. Delivered final feature set to support customers before product sunset.
 - Spearheaded a comprehensive analysis that concluded the service no longer justified operational costs. Managed the end-to-end sunset strategy, ensuring executive stakeholder alignment, risk mitigation, and a positive industry transition.

Principal PM Manager, App Compatibility, Windows Fundamentals

Jan 2019 – May 2023

Pioneered data science and AI methods to streamline Windows App Compatibility validation with a geo-diverse team across US, Kenya, Ireland.

- **LAUNCH MICROSOFT KENYA TEAM** 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 for the first time in Microsoft Kenya which later evolved into a multi-hundred-person development center.
- **DELIVER AZURE MIGRATION SERVICE** Led the launch of the Azure Migration Service which gave enterprise customers individualized app compatibility insights to smooth their migration to Azure using cloud data insights and the Compat team's continuous validation results.
- **REDUCE VALIDATION COSTS** Reduced manual validation costs by 40% by operationalizing ML-driven workload assignment.

Senior Program Manager, Windows Flighting & Feedback

Aug 2013 – Dec 2019

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

- **ACCELERATE PRODUCT TEAM REVIEW OF USER FEEDBACK** Spearheaded using machine learning to generate actionable insights from millions of pieces of individual user feedback. Drove double-digit improvements in review rates and Insider satisfaction with feedback handling.
- **GDPR COMPLIANCE** Designed and drove execution of the Feedback service strategy for achieving compliance with the EU's General Data Protection Regulation (GDPR) law.
- **LAUNCH WINDOWS INSIDER PROGRAM** 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

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

COM.SORTIUM LLC; New York, NY

Office Manager

Jun 1999 – Aug 2000

Supported customer onboarding of WebRecruiter through customized customer acceptance test plans and deployment guides.

Education

B.A. CORNELL UNIVERSITY; New York, NY

1999