

# Jamie Cannon

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## SUMMARY

Consumer product leader, 20+ years across AI/ML, platform distribution and consumer hardware. Founder and CEO of majr, where I design, build and ship AI products end to end — an artist/fan marketplace that reached #1 in its iOS App Store category, infrastructure for AI agents, and two consumer AI applications. Previously twelve years at Microsoft: led consumer product management for Surface, scaling to roughly \$1B in quarterly revenue across 32 countries, and owned the Windows app store P&L including certification, developer incentive programs and recruitment of the first 10,000 app publishers.

AI/ML Product (LLM applications, recommender systems, personalization) • Platform & Developer Ecosystems • App Store Economics & Monetization • Consumer Hardware • P&L Ownership • Agentic Development & Technical Fluency • Global Product Delivery • Executive Alignment

## EXPERIENCE

### Founder & CEO, majr Apr 2021 – Present

*AI product company. I design, build and ship products end to end — strategy through shipped code.*

- [Dial](#) — marketplace for direct artist/fan connection. Reached #1 in the iOS App Store Entertainment category. Designed the ML discovery and personalization stack: recommender architecture, user segmentation models and data pipelines; drove 20%+ conversion at launch.
- [MAJR Agent Services](#) — infrastructure for AI agents.
- [Dossier](#) — macOS app performing on-device LLM analysis of iMessage threads, built with 100+ privacy and security protections.
- [Return Goblin](#) — email-parsing service that tracks retailer return windows and issues deadline reminders.
- Set product mission, vision and roadmap; hired and led the product and engineering team. Everything is built end to end using agentic development workflows; publish on agentic documentation practice and product truth layers.
- Worked with production and management teams representing Justin Bieber, Jon Batiste and Billie Eilish; closed 30+ artist and label partnerships in year one.

### Strategic Advisor, Independent 2019 – Present

- Advise consumer AI and LLM providers, consumer wearables makers, and K-12 and higher education software and services providers on product strategy, monetization and go-to-market.
- Board Vice President, Harlem Stage (NYC performing arts nonprofit), 2020–2025: led digital transformation, new audience development and brand strategy.
- Conducted primary research into new media and the creator economy, culminating in the founding of majr.

### Sr. Director, Consumer Product Management — Microsoft (Surface) Jan 2015 – Apr 2018

*Set the product mission and built the team that scaled Surface from a nascent hardware line to a \$1B/quarter global business.*

- Partnered with C-level executives across Engineering, Marketing, Advertising, Research and Field to land one integrated motion for Microsoft's hardware business, scaling from 1 to 5+ product lines in 32 countries on a \$500M integrated annual budget.
- Rebuilt shared success metrics and the full funnel from scratch; strengthened engineering rhythms to improve predictability and ship quality, and doubled revenue in under two years.
- Built one of the highest-performing, most partnership-oriented PM teams at the company through clear goals, career paths and a culture of curiosity.

### Group Manager, Consumer Marketing — X (Twitter) 2014

- Built Twitter's consumer marketing and growth function from the ground up; launched the company's first global brand campaign.
- Collaborated with engineering on how algorithmic feeds, personalization and recommendations were optimized and communicated for qualified users, including cultural moments such as Coachella, the Grammys and the World Cup.
- Scaled marketing playbooks internationally across paid, owned and earned channels.

### Director, Developer App Platforms — Microsoft 2012 – 2013

- Owned the Windows app store P&L including finance, legal, certification and operational cost targets; managed a \$20M consumer marketing budget and \$10M in developer incentive programs to win top apps.
- Led the core team that launched Microsoft's app store to mobile developers worldwide through developer relations and outbound campaigns, recruiting the first top 10,000 app publishers.
- Built new distribution and monetization engines by integrating app installs into Microsoft's personalization, search and content surfaces.

### Group Product Manager, Consumer Cloud — Microsoft 2008 – 2012

- Led product management for algorithmic feeds and recommendation systems, advancing discovery and personalization across Microsoft's consumer cloud services.
- Partnered with Facebook, LinkedIn and Twitter to shape product requirements, delivering integrations and scalable data pipelines for personalized, high-engagement mobile experiences.
- Drove mobile growth through cross-org roadmap requirements, GTM strategy and outbound marketing.

### Senior Product Manager — Microsoft 2003 – 2008

- Wrote the strategy paper for Bill Gates that became CodePlex, Microsoft's first open-source foundation.

- Led developer relations with the Linux and open source community through globally scalable community programs, technical events and developer offers; executed engineering partnerships with MySQL, Apache, Red Hat and PHP.
- Drove competitive strategy for Windows Server against the Linux/LAMP stack; partnered between sales and Windows Server engineering on technical enablement and migration tooling to secure enterprise accounts.

**Founder, Dakarta Web Design & Development** 1999 – 2003

- Founded an NYC-based web design and e-commerce agency; built full-stack sites for 30+ retail, nonprofit and industrial clients. Responsible for hiring, financial targets, client relations and delivery schedules.

**EDUCATION**

New York University, Leonard N. Stern School of Business — BS, Information Systems, 2003

Kellogg School of Management — Executive Marketing Program, 2005

The Juilliard School — Musicianship (Continuing Education), 2019–2020

**PERSONAL**

Lifelong endurance athlete (Ironman, 30+ marathons). Pianist, songwriter and music maker. Photography, yoga, coding, essay writing.