



Peter Maxmin

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Peter Maxmin is the Director responsible for Bing Search as well as Microsoft's Online network across EMEA. Peter joined Microsoft in 2005 heading up Marketing to advertisers for MSN and Windows Live across EMEA. In 2007 he became the Product Marketing lead for MSN, Europe's #1 portal, and then became the Director for Search, spearheading the business effort around Live Search and subsequently the launch of Bing across Europe. Prior to joining Microsoft Peter was Head of Marketing for the Financial Times newspaper and FT.com working on projects including introducing a subscription model to the web site and launching an investor news start-up. Peter holds an MA from Cambridge University and MBA from INSEAD.