

Ryan Barschaw

Principal Product Manager | Agentic AI, Platforms & Marketplaces

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Principal product leader with 22 years building platforms, marketplaces, and AI-driven experiences across Microsoft's partner ecosystem, including 12 years at Microsoft. Shipped a 0-to-1 agentic AI assistant that drove 90K+ conversations at 83% satisfaction, with a multi-layered evaluation framework (offline, online, human-in-the-loop), responsible AI governance, and zero safety incidents. Product leader on Microsoft Partner Center, the enterprise platform where 400,000+ partner organizations run their Microsoft business end to end: enrollment, identity and delegated administration, licensing and entitlement, cloud commerce, marketplace publishing, co-sell referrals, incentives, and payouts. Built its referral marketplace from scratch and scaled it from 33K to 260,000 transactions/year (687%). I ship products end-to-end: discovery and journey mapping, pilot to scaled rollout, and deliberate feedback loops that turn user insights into product decisions. Influence at all levels, from engineering teams to EVP reviews.

Skills: Agentic AI & LLM product delivery · AI evaluation frameworks (offline, online, human-in-the-loop) · Platform strategy · Two-sided marketplaces · Licensing & entitlement systems · Subscription & CSP commerce · Compliance, audit & governance frameworks · Partner & developer ecosystems · B2B commerce, billing & payouts · Identity & delegated administration · Responsible AI governance · Cross-functional leadership · Product lifecycle management · Agile/SAFe · A/B testing & experimentation · User journey mapping · CRM integration (Salesforce, Dynamics 365) · Power BI · Azure · Executive communication

KEY DELIVERY

Governance & Compliance	Responsible AI governance framework built with Microsoft's RAI team, adopted as the org-wide template. Partner agreement compliance enforced via UI and API controls blocking non-compliant transactions, unifying engineering, policy, and support on one enforcement model. Led 2025 corporate audit for AI and portal governance. Zero safety incidents.
AI Assistant, 0 → 1	90K+ conversations at 83% satisfaction. 0-to-1 agentic AI product with multi-layered eval framework and responsible AI governance. Zero safety incidents. 10x engagement from embedding AI into workflows.
Referral & Co-sell Marketplace	33K → 260K referrals/year (687%). 27K+ closed deals/year. 17,000 partners. CRM integration (Salesforce, Dynamics 365). Retired 3 legacy tools into unified API.
Platform Re-architecture	Latency reduced 90%+. Front door 4-5s → sub-second. 19 workspaces unified. 40+ languages, 200+ countries. Dev onboarding days → 15 min.
Cloud Migration	12K+ customers, sovereign → global. Zero downtime. Cross-team playbooks, telemetry, and field coordination.
Agile Transformation	100+ person engineering org → SAFe/Scrum. Top 1% recognition.

PROFESSIONAL EXPERIENCE

LIFESTYLE FLEXIBILITY | Kenmore & Gig Harbor, WA 2025 – Present

Founder. Built and operate a recovery studio and a digital consulting practice for local businesses.
lifestyleflexibility.com/sisu

MICROSOFT | Redmond, WA 2013 – 2025

Partner Center is the enterprise platform where Microsoft's 400,000+ partner organizations run their entire Microsoft business: program enrollment, identity and delegated administration, licensing, entitlement, and CSP subscription management, marketplace publishing, referrals and co-sell, incentives and payouts, analytics, and developer APIs. 19 workspaces, millions of monthly visits, powering hundreds of billions in annual partner-driven revenue.

Principal Product Manager 2020 – 2025

AI-DRIVEN PRODUCT EXPERIENCES

- Led readiness and launch for an agentic AI assistant taken from concept to production, owning UX, governance, telemetry, rollout, and compliance across 10+ organizations (engineering, data science, legal, privacy, security, marketing, operations, support, sales). Defined a multi-layered evaluation harness (offline, online, human-in-the-loop), phased rollout with Go/No-Go gates, and deliberate feedback loops. 90K+

conversations at 83% satisfaction, with measurable support deflection. Recognized with the C+E AI Contributor badge.

- Drove AI-powered subscription automation delivering 8-figure annual upside across commerce in its first fiscal year.
- Built responsible AI governance framework with Microsoft's RAI team: compliance processes, safety review gates, launch readiness criteria. Adopted as the org-wide template. Zero safety incidents through production.
- Designed "AI Assistant Anywhere" contextual prompt framework, embedding ML/AI-powered experiences directly into user workflows. 10x usage increase in first pilot workspace. Pattern adopted into official Copilot design system for broader Microsoft use.
- Presented AI strategy and risk posture to senior leadership. Built Power BI dashboards tracking adoption, quality, and safety metrics. Owned Internal Audit sessions on front door governance and represented the AI assistant and portal front door in the FY25 corporate audit.

PLATFORM STRATEGY & ARCHITECTURE

- Led platform re-architecture serving millions of monthly visits: migrated 19 workspaces to unified framework. P95 latency reduced 90%+. Front door 4-5s → sub-second. Shared design system at 100% adoption. 40+ languages, 200+ countries.
- Extended platform infrastructure to launch Sales Operations and Supply Chain Operations portals, enabling new workspaces and adding performance monitoring and listening system insights across both.
- Built the product listening system: NPS surveys, micro-feedback, and BI dashboards. Created the data infrastructure translating field and user feedback into product requirements and prioritization decisions.
- Led compliance refresh under audit-board deadline. Credited by business VP with safeguarding Microsoft from legal and compliance risk.

Senior Program Manager (Product Manager)

2013 – 2020

MARKETPLACE, COMMERCE & GROWTH

- Built the referral and co-sell marketplace from scratch. Scaled 33K → 260K referrals/year (687% growth, 10.5% win rate, 27K+ closed deals/year). Grew the partner base 7,000 → 17,000, and marketing profile coverage 1,200 → 7,000. Improved acceptance 50% → 70%+.
- Consolidated three legacy discovery platforms into a unified API syndicated across Microsoft.com, Azure, Office, and Dynamics portals. Retired fragmented tools into a single system of record.
- Launched co-sell and ISV partnership programs for 1,119+ partners with deal registration, revenue sharing (10-20%), and CRM API integration (Salesforce, Dynamics 365). Presented margin strategy in EVP-level executive reviews.
- Owned the voice of the field: worked directly with cross-functional teams to translate real-world feedback into product requirements. Ran pilot programs and A/B testing to validate before scaling, iterating rapidly based on adoption data and deliberate feedback loops.
- Migrated 12,000+ customers from sovereign clouds to global infrastructure with zero downtime. Built playbooks, telemetry, and cross-team coordination across engineering, operations, support, and partner readiness.

GOVERNANCE & EXECUTION

- Drove Agile/SAFe transformation for 100+ person engineering org. Top 1% of org recognition.
- Led partner agreement compliance with UI and API controls blocking non-compliant transactions. Unified engineering, policy, and support on a single enforcement model.
- Mentored 5-6 PMs across career levels. Ran weekly development sessions for junior product managers.

ALLYIS (Microsoft vendor) | Redmond, WA

2003 – 2013

Built and operated Microsoft's partner and OEM web platforms. Grew from web publisher to technical program manager over 10 years. Allyis Employee of the Year (2008).

- Managed platforms serving 1M+ monthly users across 18 languages. Led engineering and QA teams.
- Migrated 20,000 pages from legacy CMS to cloud-native architecture on Azure.

EDUCATION

B.S., Management Information Systems | Western Washington University