Organizing the Digital World to Empower People to Do More, Know More, and Be More

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ABSTRACT
The web is rapidly evolving into the web of the world where people, places, things and their relationships are all digitally represented. This evolution opens up unparalleled opportunities to organize this vast digital universe for even greater human purpose. In this talk, Dr. Lu will share an outline of Microsoft's quest and aspiration to organize the digital universe with a pervasive computational fabric of digital information, digital services, and digital experiences that empower every human being on the planet to accomplish more and enrich their life. Dr. Lu will discuss high level computational structures and present specific examples across Bing, Windows and other products and services to illustrate Microsoft's approach to delivering end user value and accelerating the pace of innovation for the industry as a whole.

Categories and Subject Descriptors
D.0 General

Keywords
Digital World; Web; Microsoft; digital information; digital services; digital experiences

Bio
As executive vice president of Microsoft's Applications and Services Group, Dr. Qi Lu leads Microsoft's business across productivity, communications, search and other information services. He sets the vision, strategy, and overall direction of the Applications and Services group, and is responsible for all of the research and development teams across Microsoft Office, Office 365, SharePoint, Exchange, Yammer, Lync, Skype, Bing, Bing Apps, MSN and the Advertising platforms and business group. The Apps and Services group will empower people and organizations around the world to 'Get More Done' with compelling and delightful experiences. Until recently, Dr. Lu was the president of the Online Services Division, where he led the company's search, portal and online advertising efforts.

Prior to joining Microsoft, Dr. Lu spent 10 years as a Yahoo! senior executive. His roles included serving as the executive vice president of engineering for the company's Search and Advertising Technology Group where he oversaw the development of Yahoo!'s Web search and monetization platforms, and vice president of engineering responsible for the technology development of Yahoo!'s search, e-commerce and local listings of businesses and products.

Before joining Yahoo!, Dr. Lu worked as a research staff member at IBM's Almaden Research Center and Carnegie Mellon University, and was a faculty member at Fudan University in China. He earned his bachelor's and master's degrees in computer science from Fudan University and his Ph.D. in computer science from Carnegie Mellon University. Dr. Lu holds 20 U.S. patents..