

ZACH HOWES

Seattle, WA • 801.440.9925 • zkhowes@hotmail.com

SUMMARY

20+ years building and scaling global platforms across AdTech, AI-driven security, and high-availability cloud services. Led large scale products at Microsoft and The Trade Desk; expert in large scale data systems, cyber security, privacy, data governance, developer ecosystems, and real-time decisioning systems. Known for creating durable mechanisms, simplifying complexity, and driving cross-org execution across engineering, GTM, legal, BD, and executive leadership.

PROFESSIONAL EXPERIENCE

Sr. Director of Product Management, Core Services & Sensitive Verticals — The Trade Desk

2022 – Present

- Lead 6 product domains including Trust & Safety, Security Operations, Developer Ecosystem, Data Analytics & Services, and Sensitive Verticals.
- Driving AI First Infrastructure initiative that power over 32 TTD generative AI projects with model hosting, evaluation, and governance.
- Drove privacy & compliance mechanisms (GDPR, CPRA, DSA, SOC2), unlocking >\$300M in incremental enterprise spend.
- Launched Partner.TTD, reducing partner onboarding time and accelerating supply/data integrations.
- Built real-time data & analytics layer powering Kokai, improving latency, relevance, and measurement.
- Led expansion into US Pharma and Political verticals, forecasted at >\$500M+ annual revenue impact.
- Introduced cross-company trust & safety governance frameworks (internally dubbed Atlas) to remove manual policy and create compliant access by design.
- Recruited and developed a high-performing global PM organization.

- Re-built Product Operations at TTD leveraging 2 individuals and agentic support for over 115 PMs at TTD.

Principal Group Product Manager — Microsoft Defender for Endpoint — Microsoft

2018 - 2022

- Scaled MDE from 500K → 52M enterprise seats, one of Microsoft's largest B2B security expansions.
- Owned cross-platform strategy (Windows/macOS/Linux/mobile) expanding coverage across Fortune 100.
- Elevated Defender AV to enterprise-grade with AAA ratings in independent malware evaluations.
- Drove multi-year roadmap enabling Endpoint DLP, CASB, and SMB security products.
- Led PM teams across Redmond, Vancouver, and Hyderabad with zero regrettable attrition.

Principal PM Lead — Microsoft Defender for Endpoint — Microsoft

2017 - 2018

- Owned early 'Beyond AV' innovations including mobile and SMB security.
- Integrated Defender AV with Defender ATP (later MDE), scaling platform to 500M+ devices.
- Led protection innovations in file-less attacks, side-channel vulnerabilities, and ransomware.

Principal PM Lead — Windows — Microsoft

2014 - 2017

- Co-developed Windows-as-a-Service vision and release model strategy.
- Created data pipeline for 8,000+ release metrics used for global launch decisions.
- Designed release gating workflows for Insider, public launch, and patch servicing.

Engineering Manager, Test Lead, SDET, Developer (Early Career) — Microsoft & Abbott Labs

2003 - 2014

- Led OneDrive service engineering, deployment automation, and telemetry systems.

- Drove Hotmail quality & release processes for 250M+ users.
- Built UI & automation systems for medical device manufacturing.

MECHANISMS & FRAMEWORKS

- Global privacy & sensitive-data governance mechanism for DSP workflows
- Developer ecosystem onboarding & integration accelerators
- Real-time analytics & data quality mechanism powering Kokai
- Windows release gating & insights workflow
- Security telemetry architecture for Defender services

DOMAIN EXPERTISE

Programmatic Advertising, DSP Architecture, RTB, Data Governance, Privacy Regulation (GDPR/CPRA/DSA), Endpoint Security, Product Operations, Real-Time Decisioning, Developer Ecosystems, Security Engineering, Threat Detection

TECHNICAL SKILLS

C#, JavaScript, SQL, Spark, Cosmos, D3

EDUCATION

BS Computer Science — Utah State University