

All in all, Satya Nadella - the architect of the Microsoft empire in the new era

Silently, smart, and unobtrusive, Satya Nadella has turned Microsoft into a completely molting enterprise, ready to cope with choking competition in the 21st century.

Microsoft's latest quarterly income report once again showed an impressive growth of the company in the "Satya Nadella era." Almost all performance indicators have achieved an increase even exceeding expectations. The strong rise of the giant Redmond, from his own shadow in the era of Steve Ballmer, back to the position of the most valuable technology company on the planet, beating many stunned competitors like Apple, Amazon or Google, showing what has been happening at Microsoft in the past few years is really a magical fairytale of the technology world.



Microsoft's stock price after Satya Nadella took over as CEO has tripled compared to Steve Ballmer's predecessor

When Satya Nadella 'ruled' Microsoft from Steve Ballmer's predecessor in early 2014, this once-in-a-lifetime technology empire has almost changed 180 degrees, both in business philosophy and marketing approach. And the actual results have shown that these changes are absolutely right. After 5 years of operation under the leadership of talented Indian CEO, Microsoft has undergone strategic changes. Microsoft's stock price has tripled compared to the time before Nadella appeared, for the first time to surpass the \$ 1 trillion valuation and also for the first time to recover the company's position. The world's largest public listing value, surpassing those of current rivals, are Amazon and Apple. Yes, Microsoft has officially returned to the game of the strongest.

So who is Satya Nadella really? Why can this man create one of the greatest moves in the world of technology? And what can we learn from this talented CEO? Let's find out soon!

1. What can businesses learn from the miraculous transformation Satya Nadella has done at Microsoft?

All in all, Satya Nadella

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About the life and career of Satya Nadella

General information about Satya Nadella

Satya Nadella (full name Satya Narayana Nadella) was born on August 19, 1967 as an IT engineer and Indian American business executive. is an engineer and chief executive of Indian American business. He is currently CEO (CEO) of Microsoft, succeeding Steve Ballmer since 2014 so far.



Satya Nadella is an Indian American IT engineer.

Before taking over as head of Microsoft, Satya Nadella had long held the position of Executive Vice President of Cloud and Enterprise Group (under Microsoft), who was responsible for building and operating the entire electrical platform. Important company math. It was the valuable experience in managing and operating computing services that helped Satya Nadella make extremely smart decisions after holding the CEO chair, contributing greatly to the strong rise of Microsoft.

1. From Elon Musk to Satya Nadella: This is a list of the top 29 CEOs of the technology world in 2018

Personal life and education level

Satya Nadella was born in Hyderabad, a city in southern India, located on the M?si River, the capital of Telangana state, in a Telugu native. His father, Bukkapuram Nadella Yugandher, is a civil servant working for an Indian Government agency, while his mother is a Sanskrit scholar.

In 1992, Nadella married Anupama, the daughter of her father's colleague. Anupama is also his "junior" at Manipal Technology Institute, majoring in architecture. 2 people have a total of 3 children, 1 boy and 2 girls. The Nadella family currently lives in Clyde Hill, Washington. Satya Nadella is not only known for his natural talent for leadership and policy making, but is also known for his dedication to the family. But Nadella's family life is unfortunate when his only son suffers from cerebral palsy, while the youngest daughter also has cognitive problems.

1. Keeping the secret of owning a million-dollar technology company, CEO enters college to please his mother



Satya Nadella is also known as a devoted and diligent man with his family

Put aside the tiredness and worries for the children, Satya Nadella is still the one who always burns out for work. Never had a colleague seen him whining about the difficulties encountered in life, or letting personal problems affect his work. For Nadella, being able to work and contribute is a sacred thing.

Besides his passion for technology, Satya Nadella is also an avid reader of American and Indian poetry. He is also a fan of sports, playing cricket very well and once dreamed of becoming a professional cricket player when he was in high school.

Satya Nadella is the author of the famous book entitled *Hit Refresh*, which talks about his life as well as his career at Microsoft, and believes how technology will shape the future of mankind. Nadella claims that the profits from the book will be transferred to Microsoft Philanthropies and then distributed to a number of non-profit organizations around the world.

1. 10 things about Ma Huateng (Pony Ma), the founder of Tencent that you may not know

The family's economy, though not so overwhelming, is enough to satisfy Satya Nadella's access to adequate educational conditions throughout his youth.

He had attended Hyderabad Begumpet Public Schools, before receiving a bachelor's degree in electrical engineering from Manipal Technology Institute (then part of Mangalore University) in Karnataka in 1988.

As a highly motivated man and especially interested in technology, Satya Nadella has always dreamed of someday being able to set foot on high-tech powers of the time, including distant America. After Nadella completed her undergraduate program at home with a good bachelor's degree, the family decided to invest him in the US to continue studying as expected from childhood.

In the United States, Satya Nadella decided to major in computer science at the University of Wisconsin Milwaukee, and received a master's degree in natural science (MS) in 1990. After a short time, he received a master's degree. economics at the University of Chicago.



Milwaukee, Wisconsin University, where Satya Nadella once attended school when he arrived in the United States

Nadella said that he "always wanted to build everything with his own hands and gray matter", and that knowledge "was a great means for me to discover what would really become a passion." love and purpose of his life, which certainly can not lack computer science field '.

1. The story of Chris Hughes, who makes money, helps Mark Zuckerberg create Facebook

Career and clear marks of Satya Nadella at Microsoft

Before joining Microsoft in 1992, Satya Nadella had briefly worked at Sun microsystems as a member of the technology censorship team. Although his time in Sun microsystems did not last long, it helped him to accumulate a lot of useful experiences, which greatly influenced his later decisions when he joined one of the biggest technology companies. world.

At Microsoft, Satya Nadella took turns passing through many important positions. He has been the leader of big, vital projects with Microsoft, including the transition of business focus from software production to cloud computing, and at the same time the biggest contributor. in successfully developing one of the world's largest cloud infrastructures: Microsoft - Azure.

1. 21 things you may not know about Microsoft & Bill Gates



Satya Nadella just joined Microsoft

Nadella was a senior vice president of Research and Development (R&D) under the Online Services Division, and Vice President of Microsoft Business Division. After a while, he was appointed to the position of President of Server and Tools Business - a subsidiary of Microsoft, specializing in the business of Server and Cloud Tools with scale up to over 19 billion USD. At the same time, who is planning and leading the fundamental, comprehensive transformation of Redmond's business and technology culture, from customer service focus to full focus on infrastructure and translation cloud service.

Satya Nadella's Redmond reputation is almost at absolute level after plans to bring Microsoft, Windows Server and developer tools to the Azure successful cloud team. Thanks to this important project, revenue from Microsoft's Cloud Services segment has increased from \$ 16.6 billion when he took over this division in 2011 to \$ 20.3 billion in June 2013.

Nadella's basic salary in 2013 was nearly \$ 700,000, with the total commissions and stock bonuses estimated at \$ 17.6 million, making him one of the highest paid managers in the company. .

1. [Infographic] Bill Gates started hacking and founding Microsoft, how did he become the richest person in the world?

Before sitting in the chair of CEO, the important positions that Satya Nadella once held at Microsoft include:

1. Server & Tools Division President (February 9, 2011 - February 2014)
2. Vice President of the Advanced Research and Development Department of the Online Services Division (March 2007 - February 2011)
3. Vice President of Sales Department
4. Vice President of search and advertising platform business solutions group (Business Solutions and Search & Advertising Platform Group)
5. Cloud and Enterprise executive vice president.

On February 4, 2014, Nadella was announced by the board of directors of Microsoft as the company's new CEO. With this important decision Satya Nadella has officially become the head of Microsoft after 22 years with the company, and became the third CEO in Microsoft history, after Steve Ballmer and founder Bill Gates.

Right after taking on the new position, Satya Nadella has conducted strong reforms to revive the company after years of "failing to brake". He decided to eliminate the entire outdated and counterproductive management structure, which appears to be full of contradictions in the general operation of this world's largest software company, and replaced with a mechanism New management is based on changes in the HR management structure, by creating a more collaborative work environment.

Satya Nadella's decision to change helped create a more co-operative organization in the working environment at Microsoft, and created a necessary collaborative environment to help improve competitiveness in each department. Company, thereby helping them to cope more actively with competition in the digital world today.

1. Visit the tree office that Microsoft makes employees, chatting, working or sunbathing

On external affairs, what makes Satya Nadella's reputation as well as the success that Microsoft has today is the 'Positive Partnership Strategy' that he builds for direct competitors. The most obvious is the drastic change in Microsoft's cooperative attitude with competing companies, including Apple Inc, Salesforce, IBM, Dropbox, and even Linux.

Nadella also bluntly renounced Microsoft's fiercely competitive strategy to target those under Steve Ballmer (previously, the CEO had called the rival operating system Linux a cancer. letter), and have accepted more comprehensive cooperation with competitors, in a mutually beneficial form. The recent appearance of the WSL Arch Linux distribution on Microsoft Store, or the suggestion of Microsoft to contribute to the Linux-distros security mailing list is the clearest proof of Satya's different way of thinking and doing. Nadella compared to her predecessor, and this also brought success for him and the company.

1. 20 most powerful figures in the world of technology part 2 - People change the world



During 5 years of holding the position of Microsoft CEO, Satya Nadella has always been evaluated by observers as a manager, genius strategic planning

Under Nadella, Microsoft revised its mission statement, which is "empowering people and organizations on the planet to achieve more," instead of "one PC on every desk and in every family, running Microsoft software "as in the reign of Bill Gates. He said it was a long-term task, instead of a temporary goal. His main goal is to turn Microsoft's corporate culture into a respect for continuous learning and development.

The clear imprint of Satya Nadella in the position of CEO is also clearly shown through the sales deals and extremely effective. The first major acquisition came under the direction of Nadella, Mojang, a Swedish-based game company, world-famous for Minecraft games, at the end of 2014, for \$ 2.5 billion. . Then there was the Xamarin mobile application development company and the world's largest enterprise social network in 2016, and most recently, the service provided web-based source code repository for GitHub software development project in 2018. All brought great profits for Microsoft.

During 5 years of holding the position of Microsoft CEO, Satya Nadella has always been evaluated by observers as a manager and strategist of genius. His decisions helped Microsoft stock tripled in September 2018, with growth rates of up to 27% per year. In the letter to his employees, the CEO wrote the following sentence: 'Our industry, the path that I and my friends are going is not a good place to live forever with glory. of the past. In the field of technology, people only respect and care about innovation ', that is how to think, how to do him at Microsoft.

1. 33 thoughts make Elon Musk a great person

In December 2018, Comparably rated him as the No. 1 CEO in the United States, and obviously this was not due to luck.

By putting his words into every action, it can be affirmed that until now, Nadella has really succeeded in building a cultural and strategic transformation for Microsoft, at the same time. It is also a source of inspiration for innovation, daring to think in the whole technology world. That is the way of thinking and working that every young corporate administrator in the world should consult.

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