



Jill Dechenne

Director, Worldwide Surface Partner Marketing
Microsoft (2025–Present)

CASE STUDY

Reinventing Surface @ Retail



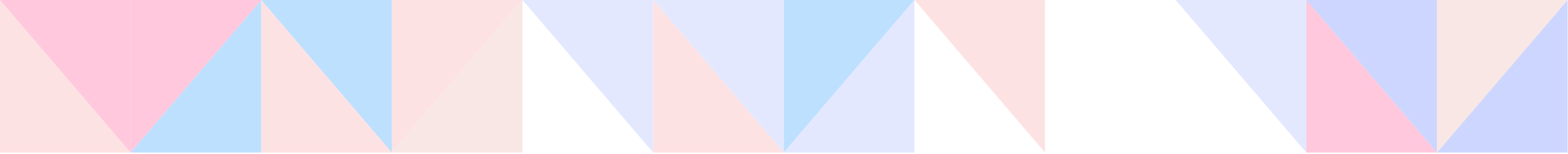
STRATEGIC. GOVERNANCE-LED. EXPERIENCE-FIRST.

I lead Worldwide Surface Partner Marketing at Microsoft, where I own how Surface comes to market through global retail. In less than a year, I've moved the business from execution-led to strategy-led — building the investment transparency, operating rhythms, and growth motions it was missing.

One of the most strategic pieces of that work has been rethinking what retail is actually for. Today's customer arrives in-store already researched — reviews read, specs compared, videos watched. Retail's job isn't to show everything anymore. It's to resolve the last bit of doubt.

To answer that, I benchmarked premium, experience-led brands — including Oura, Peloton, Rivian, and Dyson — to understand how they'd moved beyond catalog-style display toward curated, brand-first experiences that build real buyer confidence.

That research became the foundation for Demo 2.0 (Project Surface Showcase): a new model for how Surface shows up at retail.



REINVENTING RETAIL EXPERIENCE

Demo 2.0 / Project Surface Showcase

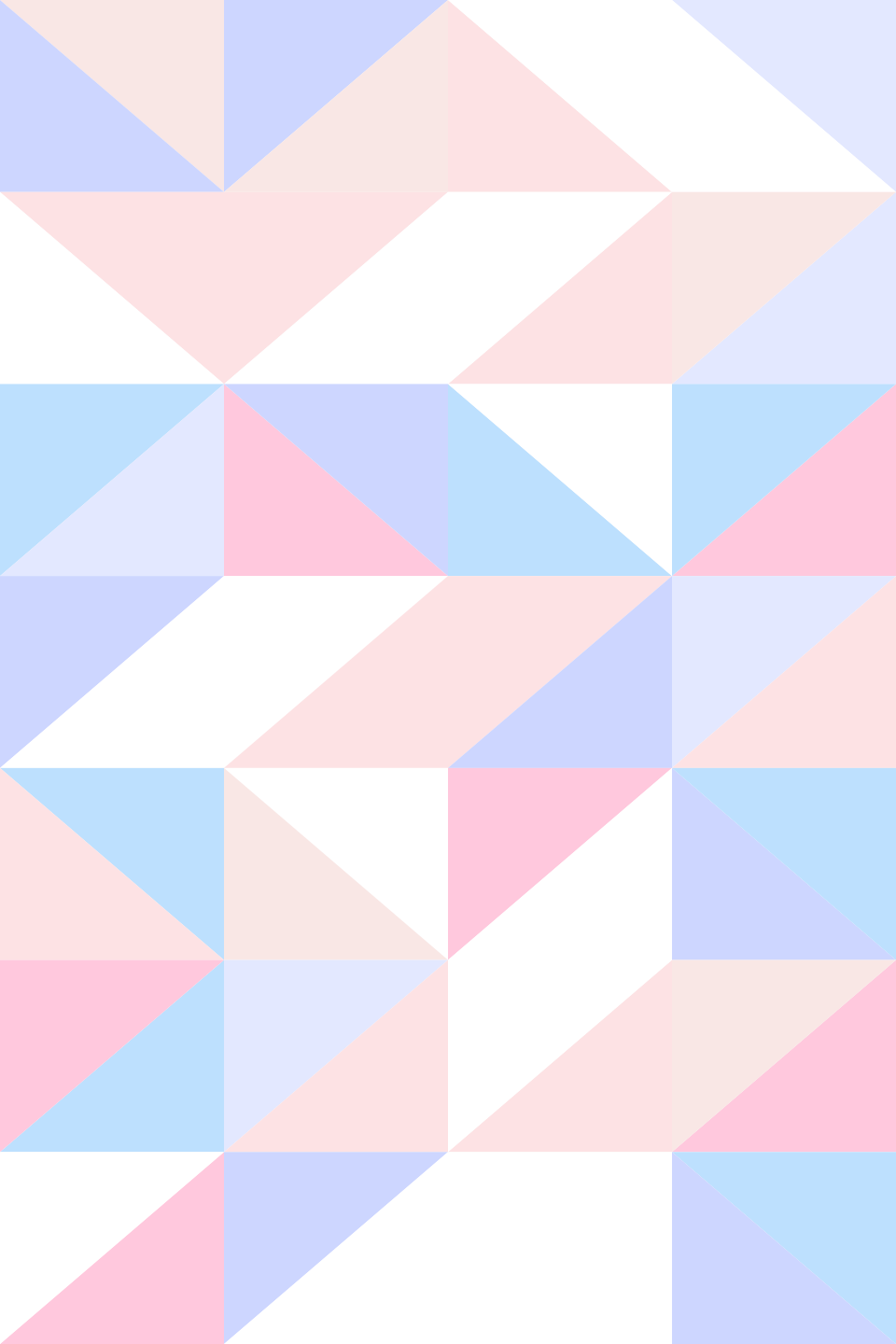
Benchmarked premium, experience-led brands — including Oura, Peloton, Rivian, and Dyson — to understand how they'd reinvented retail as a brand experience rather than a product catalog. The pattern was consistent: lead with brand, curate rather than show everything, and design for confidence, not just browsing.

Bringing all of this together—experience, economics, brand benchmarks, and the buyer journey—led me to a very different view of our retail experience and shaped demo 2.0.

At its core, the goal is simple: make it easy for customers to understand, believe in, and choose the right product.

APPROACH

- From showing everything → curating what matters
- From product-first → brand-first storytelling
- From spec comparison → experience-led engagement
- From maximizing coverage → prioritizing impact
- From selling → building confidence



Learn more @ jilldechenne.com