

Elop Leaves Microsoft in Exec Reshuffle

Written by Marco Attard
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Former Nokia CEO Stephen Elop leaves Microsoft as his Mobile Devices Group is merged with the Operating Systems Group into a new Windows and Devices Group (WDG) led by Terry Myerson as part of a company leadership shakeup.



Elop joined-- or rather, returned to-- Microsoft back in 2014, following the acquisition of the Nokia handset business. Microsoft saw little to no success in smartphones, meaning the decision to fold such efforts within the larger Windows business (together with Surface tablets and the Xbox videogame console) comes to little to no surprise.

To this one has to add CEO Satya Nadella insisting Microsoft's current mission is "building the best-in-class productivity services and platforms for the mobile-first, cloud-first world is at the heart of our strategy." And the actual making of mobile hardware does not appear to fit in such a vision, no?

Interestingly Elop was considered as a potential successor to Steve Ballmer before Nadella was ultimately chosen for the Microsoft throne on February 2014.

The reshuffle sees other notable departures, namely senior execs Kirill Tatarinov and Eric Rudder, as well Mark Penn, the marketing exec behind the questionable "Scroogled" anti-Google ad campaign from 2013.

As for Microsoft structure, Dynamics products now fall under the Cloud and Enterprise (C+E) umbrella led by Scott Guthrie, while the Applications and Services Group gets the Education

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division, with Qi Lu retaining his leadership position.

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