Ben Riga

Technical Evangelist, Windows Phone at Microsoft

Mountain View, CA, US

Technical Evangelist, Windows 8 at Microsoft
Corporation

Biography

Ben Riga is Senior Technical Evangelist for Windows Phone in Microsoft's Developer and Platform Evangelism (DPE) group. In this role he runs around demonstrating the compelling technical and business value of the Windows Phone platform and how partners benefit when publishing apps to the Windows store. Ben also supports the Microsoft field by engaging in key projects and recruiting target customers and partners.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Information Technology and Services, Computer Software, Internet, Telecommunications

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Areas of Expertise

Mobile Applications, Mobile, Windows Phone, Apps, App Development, App Marketing, App Promotion, App Localization, App Globalization

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Sample Talks

Building Windows Store Apps

A technical session that dives into the details of building apps for the Windows Store. This may be a hand-on or presentation-style talk.

Building world-ready Windows Store apps

With the Windows Store you can publish your app in more than 200 markets, with a reach of over 4.5 billion people. To support that global reach, Windows 8 will ship with 109 languages and is designed to work better in more locales all over the world. With Visual Studio, it has never been easier to build an app that is world-ready. In this session I'll show you how to to localize your app, by separating the code from any user interface text that must be translated.

Building for both Windows 8 and Windows Phone
In this session I'll explore the differences between Windows 8 and Windows Phone 8 and then explore the techniques, best practices and patterns that make it possible to build for both at the same time with maximal code sharing.

The app is ready. Now what?
In this session we'll explore the fundamentals of building an app business. We'll cover topics such as app marketing, promotion and monetization.

Event Appearances

Emerging Trends, Applications & Opportunities to be Explored
TiECon 2012

Windows Phone Tiles and Notifications
Tech-Ed Europe

Windows Phone Localization and Globalization
Tech-Ed Europe

Building world-ready Windows Store apps with XAML
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Building world-ready Windows Store apps with HTML/CSS/JavaScript
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Building Windows Store Apps (Full Day Pre-Conference Tutorial)
CodeMash 2013

Education

Concordia University
B. Comp Sci Computer Science with General Business Option

Vanier College

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