



Michael Howe

Senior Vice President of Product Management

Michael Howe, Senior Vice President of Product Management, is responsible for the strategic direction of the Applied product portfolio. Howe joined Applied in 2013 with more than 20 years of experience in enterprise software. He formerly served as Senior Vice President of Marketing and Product Management at Aptean, a global provider of industry-focused enterprise software. Prior to Aptean, Howe held senior executive management positions at SAP and other leading software companies. Howe began his career as a software engineer at Great-West Life Assurance, where he was responsible for developing custom-built Oracle applications. He holds a bachelor's degree in Computer Science from the University of Colorado Boulder, and a master's in Business Administration from Harvard Business School.