

Joey Lorch

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Profile

Visionary technology executive with a distinguished record of driving innovation, growth, and transformation in dynamic, high-tech environments. Recognized for strategic leadership, technical excellence, and a customer-centric approach that delivers exceptional business results. Proven ability to build and lead high-performing teams, develop and execute impactful strategies, and foster a culture of continuous improvement and innovation.

- *Strategic Leadership*: Expert in setting and executing strategic vision, leading cross-functional teams, and driving organizational growth.
- *Innovation and Transformation*: Skilled in leveraging emerging technologies, including IoT and AI, to drive digital transformation and competitive advantage.
- *Customer-Centric Solutions*: Adept at understanding customer needs, developing tailored solutions, and enhancing customer satisfaction and retention.
- *Thought Leader*: Regular speaker at industry conferences and contributor to leading tech publications.
- *Cultural Advocate*: Dedicated to fostering maturity, diversity, community, and unity within organizations by leveraging "Model, Coach, Care" methodologies to drive individual growth, belonging, connection, and identity.

Professional Experience

Wind River Systems

Head of Partner Enablement and Engineering

January 2024 - Present

- Drove our evolution towards a scalable partner-driven business model by establishing a new Engineering and Enablement organization — doubling our active partner ecosystem and growing partner-influenced revenue by 173%.
- Enabled partners to strategically differentiate and secure \$1.8B in new revenue plus an additional \$7.2B in renewable USG/DoD contracts by creating a revolutionary approach to developing and testing mission-critical software.
- Expanded Wind River's Serviceable Obtainable Market (SOM) by over \$100M through key partner ecosystem integrations, including bringing critical tooling to DevSecOps platforms like GitHub, Azure DevOps, and GitLab, and enabling our operating systems to be delivered through hyperscaler marketplaces such as AWS and Azure.

Global Director of Solutions Architecture

January 2023 - January 2024

- Established a global organization responsible for modernizing customer's edge platform, application, and AI/ML development lifecycle including technical sales, support, and customer-focused product and engineering efforts.
- Directed development of a new suite of cloud-native DevSecOps tools responsible for \$30M+/yr in new direct revenue opportunities.
- Led development of new processes to advocate for the voice of the customer across sales, product, and engineering.
- Coached individuals and teams within the company, helping grow their interpersonal, technical, and leadership skills.

Microsoft

Senior Principal Architect and Head of Product Strategy | Azure IoT

January 2022 - January 2023

- Led strategy and architecture for Azure's IoT platform, providing enterprise-grade connectivity to over 150M active devices, across 50+ regions, processing >1.5T messages/mo, and driving more than \$500M in revenue per year.
- Grew monthly revenue for IoT services 237% YoY by championing a renewed focus on customer and partner engagement — guiding teams in building trust and providing the technical expertise needed to accelerate new opportunities.
- Achieved a 301% increase in IoT product utilization through strategic initiatives spanning Edge, Messaging, Data, and Developer organizations — worked with executives to develop capabilities supporting end-to-end industry needs.
- Secured the top position in multiple Edge and IoT platform reviews with analysts including Gartner and Forrester.
- Delivered the Microsoft Build IoT keynote. Evangelized best practices at many conferences and executive briefings.
- Drove next-generation IoT platform architecture — leading to the creation of several new Azure products/services.

- Drove well-architected IoT solutions at strategic industrial customers responsible for >\$20M/yr in project revenue.
- Developed a cost-effective, scalable, pattern for connected manufacturing. Led implementation initiatives across several dozen plants – saving customers >\$10M/yr in production costs and improving line throughput by >17%.
- Provided technical expertise enabling customers to rapidly scale, growing monthly IoT service utilization by 760%.
- Grew monthly customer project revenue by over 350% by cultivating deep relationships and leveraging them to “land and expand” – onboarding a multitude of new projects and leading to over \$100M in future revenue commitments.
- Led strategic manufacturing partnerships with PTC and Rockwell to develop effective cross-company solutions.

- Guided architecture of customer solutions leveraging infrastructure, cloud-native application, and data platforms.
- Led opportunities with numerous Fortune 500 companies, securing over \$100M in Azure commitments, contributing to Microsoft’s revenue growth.
- Established a cross-organizational team within Microsoft to learn and share customer engagement best practices, fostering a culture of continuous improvement.
- Delivered technical workshops and training sessions, enhancing customers’ understanding and adoption of Azure solutions.

UniKey Technologies

- Led development of the first cloud-based IoT platform for physical access control, powering 1M+ connected devices and enabling keyless door entry (as seen on Shark Tank) for millions of residential and commercial customers.
- Grew a team of 10 developers and guided them in taking advantage of new cloud-native Azure services, enabling development and operation of a scalable, reliable, secure, and cost-effective platform with minimal headcount.
- Defined a robust architecture for handling large-scale persistent WebSocket connections from web, mobile, and IoT devices. Implemented actors and async messaging patterns to efficiently process thousands of messages per second.
- PKI
- Developed strategic partnerships and implemented key technical integrations with Amazon Alexa, Google Nest, Samsung SmartThings, and more, enabling novel customer smart-home capabilities and greatly expanding market reach.
- Guided cultural change during rapid company growth, resulting in improved team morale and collaboration.quality.

Cloudspace

- Led teams developing web and mobile applications, resulting in the launch of multiple high-impact customer projects including the #1 ranked iOS food and drink app in the U.S. with more than 15 million monthly active users.
- Implemented company-wide quality standards and DevOps practices, leading to significant productivity gains.
- Mentored junior developers, fostering a culture of continuous learning and professional growth.

Education

University of Central Florida Bachelor of Science – Computer Science; Information Technology