

# Joey Lorch

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## Profile

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Customer-obsessed technology leader with a strong record of developing opportunities and delivering high-impact results through a focus on innovation, technical excellence, and cultural transformation. Proven ability to grow and lead high-performing teams, across engineering, product, and sales at both cutting-edge startups and global technology leaders. Passionate about enabling transformation through evolving the intersection of people and technology.

## Key Skills

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- *Collaborative Leadership*: Passionate and experienced in uniting cross-functional teams across multiple organizations under a common strategic vision and driving high impact through coordinated delivery efforts.
- *Customer-Centric Innovation*: Obsessed with leveraging emerging technologies, including AI and IoT, to find solutions to customer challenges — then driving internal strategy to deliver these needs and rapidly accelerate growth.
- *Technical Expertise*: Accomplished architect responsible for highly-scalable, mission-critical systems relied upon by hundreds of millions of people every day. Foremost expert in developing global-scale IoT device ecosystems.
- *Industry Influence*: Keynote speaker and 9x session leader across Microsoft Build/Ignite and AWS Re:Invent. Frequent industry conference leader. Strategic contributor to industry analyst reviews and publications.
- *Cultural Advocacy*: Dedicated to fostering maturity, diversity, community, and unity within organizations by leveraging "Model, Coach, Care" methodologies to empower individual growth, belonging, connection, and identity.

## Professional Experience

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### Wind River Systems

Head of Partner Enablement and Engineering

January 2024 - Present

- Drove evolution towards a scalable partner-centric business model by establishing a new Engineering and Enablement organization — doubling the active partner ecosystem and growing partner-influenced revenue by 173%.
- Enabled partners to strategically differentiate and secure \$1.8B in revenue, plus \$7.2B in renewable USG/DoD contracts, by leading a revolutionary approach to developing and testing mission-critical embedded systems.
- 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.

Azure IoT Global Black Belt | *Worldwide Customer Success*

*December 2019 - January 2022*

- 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.

Senior Technical Architect - App Innovation | *Microsoft Technology Centers*

*April 2018 - December 2019*

- Served as 1 of 60 global experts in Application Innovation, leading enterprises in solving high-stakes architectural challenges escalated by our sales teams through over 200 full-day envisioning, design, and prototyping sessions.
- Coordinated initiatives leading to over \$100M in Azure commitments from Fortune 500 companies by establishing Azure Developer, AI/ML, and data services as foundational solutions, and integrating key implementation partners.
- Established a cross-organizational regional community within Microsoft to learn and share customer engagement best practices and discuss novel technical solutions, fostering a culture of unity and continuous improvement.

## UniKey Technologies

Engineering Manager | *Cloud Services*

*May 2015 - December 2017*

- 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.
- Collaborated with our security and embedded architects to design a robust zero-trust end-to-end public key infrastructure enabling secure communication between phones, locks, gateways, servers, and more.
- Led strategic technical partnerships and drove 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, collaboration, and quality.

## Cloudspace

Software Engineering Lead | *Web and Mobile*

*September 2012 - May 2015*

- 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 collaboration, continuous learning, and professional growth.

## Software Engineering Consultant

*July 2008 - September 2012*

## Education

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**University of Central Florida** Bachelor of Science — Computer Science; Information Technology