Joey Lorich

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Key Skills

- · Strong knowledge of IoT solutions architecture, IoT security, IIoT, and edge device development.
- · Deep expertise in developing scalable, reliable, secure, cloud-native services on Azure.
- Experienced in developing customer sales strategies, impactful metrics, and enabling others.
- · Adept at starting and nurturing new business relationships and coordinating across multiple teams.

Experience

Microsoft

Principal PM Architect | Azure IoT

January 2022 - Present

Serve as a PM architect for Azure IoT, leading product direction, coordinating across multiple organizations within the
company, and defining cross-product interactions. Work with finance and sales to ensure effective revenue, COGS,
and pipeline. Lead public-facing Azure IoT interactions including presenting at conferences like Microsoft Build, as
well as work with GM/CVPs to develop content and present to for consultant reviews such as the Edge and IIoT Gartner Magic Quadrants.

Global Black Belt Technical Specialist | Azure IoT

December 2020 - January 2022

- · Worked closely with strategic Microsoft customers to bring well-architected best practices to their solutions. Assisted in development of PoCs and Pilots and worked to unblock customer issues.
- Drove acquisition of numerous net-new Azure IoT customers, helping to rapidly bring new products to market.
- · Led strategic partnerships with industrial IoT customers ensuring well-architected cross-solution implementations.
- · Worked with product, finance, and marketing teams to to develop new metrics and customer acquisiton strategies.

Technical Architect | Azure App Development

April 2018 - December 2020

- · Led architecture design sessions, workshops, educational briefings, and proofs of concept for numerous enterprise companies helping drive their strategies for software design, DevOps, and cloud migrations.
- Guided Microsoft customers developing cloud-native applications. Provided architecture and development expertise in designing complex solutions leveraging Kubernetes, microservices, serverless platforms, API gateways and more.
- Leveraged relationships built across multiple organizations to help instill confidence in Microsoft's products and services, leading to strategic, significant, and valuable product adoptions and platform migrations.

UniKey Technologies

Lead Software Engineer

May 2015 - December 2017

- Managed a team of developers leveraging cloud-native services to build an IoT platform for physical access control, powering over 1,000,000 devices. Provided technical expertise in architecture, performance, and scalability.
- Developed software to serve over 100,000 persistent WebSocket device connections. Implemented actors and asynchronous message processing patterns to achieve high scalability and handle thousands of requests per second.
- · Led development of partner integrations with Amazon Alexa, Samsung SmartThings, Google Nest, and more.

Cloudspace

Lead Engineer

September 2012 - May 2015

- · Led development and architecture of numerous customer applications designed for both web and mobile devices.
- · Implemented company-wide quality standards and DevOps practices leading to significantly increased productivity.

Software Development Contractor

July 2008 - September 2012

Education and Achievements

Microsoft Certified Azure Solutions Architect Expert, Certified IoT Developer **University of Central Florida** B.S. Computer Science; B.S. Information Technology