Joey Lorich

joey@lorich.me
linkedin.com/in/jlorich
github.com/jlorich

Profile

Customer-obsessed technology leader with a proven track record of leading teams, driving strategy, instilling technical excellence, and developing high-impact opportunities. Diverse career history spanning software development, engineering leadership, technical sales, and product management at both cutting-edge startups and global technology providers. Passionate about enabling organizational and cultural transformation by improving the intersection of people and technology.

Professional Overview

Global Director of Solutions Architecture *at Wind River Systems*   *January 2023 - Present*

- Manage a global organization responsible for modernizing customer's edge platform and application development experience, including technical sales, customer success, and customer-focused product and engineering efforts.
- Drove development of new suite of DevSecOps tools responsible for 10s of millions in new directy opportunities and contributing to partners acheiving over 3B in business.
- Developed strategies to advocate for the voice of the customer across sales, product, and engineering.

Principal Product Architect for Azure IoT *at Microsoft*   *January 2022 - January 2023*

- Led product strategy for Azure IoT, coordinating teams across multiple CVPs to define future services and cross-product interactions, and driving roadmap direction for an organization of over five hundred people.
- Coordinated with operations and sales to ensure effective strategies for revenue, COGS, and new customer acquisition.
- Led public-facing interactions, presenting at conferences like Microsoft Build, leading customer roundtable discussions, etc.
- Work with executives to develop and present content for analyst reviews such as Gartner MQ and Forrester Wave, achieving leading positions for Edge and IIoT.

IoT Global Black Belt *at Microsoft*   *December 2020 - January 2022*

- Worked closely with strategic Microsoft customers to bring well-architected best practices to their IoT solutions. Led customer pilot programs and worked with engineering to resolve opportunity-blocking customer challenges.
- Drove acquisition of numerous net-new Azure IoT customers, helping customers rapidly bring products to market.
- Led partnerships with strategic IIoT partners like PTC and Rockwell to develop effective cross-solution patterns.
- Worked with product, finance, and marketing teams to define new metrics and customer acquisition strategies.

Azure Technical Architect *at Microsoft*   *April 2018 - December 2020*

- Guided new and existing Microsoft customers providing architecture and development expertise for designing complex solutions leveraging infrastrucutre, cloud-native application, and data platforms,
- Led architecture design sessions, workshops, and educational briefings for numerous Fortune 500 companies — driving customer strategies for DevOps adoption and cloud migrations leading to over $100M in Azure commitments.
- Established a cross-organizational team within Microsoft to learn and share customer engagement best practices.

Engineering Manager - Web Services *at UniKey Technologies*   *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, simultaneous WebSocket connections from devices. Implemented actors and asynchronous messaging patterns to efficiently process thousands of messages per second.
- Led development of partnerships with Amazon, Google, Samsung and more to expand smart-home integrations.

Lead Engineer *at Cloudspace*   *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 Engineer / Consultant   *July 2008 - September 2012*

Education

University of Central Florida Bachelor of Science | Computer Science; Information Technology   2010