Joey Lorich

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Summary

Customer-obsessed technology leader with a strong record of developing customer and partner opportunities and delivering high-impact results through a focus on innovation, technical excellence, and cultural transformation. Proven ability to grow effective engineering, product, and sales teams at both cutting-edge startups and global enterprises. Dedicated to fostering maturity, diversity, community, and unity within organizations by leveraging "Model, Coach, Care" methodologies to empower individual growth, belonging, connection, and identity.

Key Skills

- *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*: Focused on leveraging emerging technologies, like AI/ML and IoT, to find solutions to strategic 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 connected device ecosystems.
- *Industry Influence*: Keynote speaker and 9x session leader at Microsoft Build, Microsoft Ignite and AWS Re:Invent.

Professional Experience

Wind River Systems

Head of Partner Engineering and Enablement   *March 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 new revenue plus an additional $7.2B in renewable USG/DoD contracts by leading a revolutionary approach to developing and testing mission-critical software.
- Led development of strategic partner ecosystem integrations, bringing tooling to Azure DevOps, GitHub, GitLab, etc., and enabling sales on marketplaces like AWS and Azure increasing our serviceable market (SOM) by $100M+.

Global Director of Solutions Architecture   *January 2023 - March 2024*

- Established a global technical sales organization under the V.P. of Field Engineering, responsible for expanding product utilization by driving modernization of customer's edge platform, application, and AI/ML development lifecycles.
- Directed development of a new suite of embedded DevSecOps tools responsible for $30M+/yr in new opportunities.
- Led development of new processes to advocate for the voice of the customer across sales, product, and engineering. Established initiatives seeding this process which gathered 40+ dimensions of feedback from 25 strategic customers.
- Coached individuals and teams within the company, helping grow their interpersonal, technical, and leadership skills.

Microsoft

Senior Principal Product Architect and Head of 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.
- Drove next-generation IoT platform architecture — leading to the creation of several new Azure products/services.

Azure IoT Global Black Belt | *Worldwide Commercial Business*   *December 2019 - January 2022*

- Guided 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 implementations across numerous organizations and plants — saving customers >$10M/yr in production costs and improving 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.

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

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