

Joey Lorch

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Profile

Customer-obsessed technology leader with a proven track record of growing teams, driving strategy, instilling technical excellence, and developing high-impact opportunities. Diverse career history spanning 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

- Established a global organization responsible for modernizing customer's edge platform, application, and AI/ML development lifecycle including technical sales, 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, and enabled strategic partners in pursuing \$1B+ in commercial and DoD customer contracts.
- Led development of new strategies to advocate for the voice of the customer across sales, product, and engineering.

Principal PM Architect for Azure IoT *at Microsoft*

January 2022 - January 2023

- Responsible for IoT company strategy, leading cross-organizational program efforts spanning numerous CVPs.
- Developed new revenue measurement, COGS optimization, and customer acquisition strategies in partnership with sales and engineering — leading to 80% YoY growth, 150M+ active devices, and \$500M+ in pull-through revenue.
- Led presentation of Azure IoT keynotes at Microsoft Build, partner and industry conferences, EBCs, and more.
- Spearheaded analyst reviews such as Gartner MQ and Forrester Wave, achieving leading positions for Edge and IIoT.

Azure IoT Global Black Belt *at Microsoft*

December 2020 - January 2022

- Developed customer pilot programs and worked with engineering to resolve opportunity-blocking challenges.
- Led strategic partnerships with industry experts like PTC and Rockwell to develop effective cross-company solutions.
- Worked closely with strategic Microsoft customers to bring well-architected best practices to their IoT solutions.
- Drove strategies to acquire numerous new Azure IoT customers and helped them rapidly bring products to market.

Azure Technical Architect *at Microsoft*

April 2018 - December 2020

- Guided architecture of customer solutions leveraging infrastructure, 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 1M+ devices. Guided cultural change and provided technical expertise in architecture and scalability.
- Led strategic partnerships with Amazon, Google, Samsung and more to create and scale smart-home capabilities.

Lead Engineer *at Cloudspace*

September 2012 - May 2015

- Led development teams building customer applications. Spearheaded company transition to cloud-native services.
- Implemented company-wide quality standards and DevOps practices leading to significant productivity gains.

Software Engineer / Consultant

July 2008 - September 2012

Education

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

2010