Joey Lorich

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Profile

Visionary technology executive with a distinguished record of driving innovation, growth, and transformation in dynamic, high-tech environments. Recognized for strategic leadership, technical excellence, and a customer-centric approach that delivers exceptional business results. Proven ability to build and lead high-performing teams, develop and execute impactful strategies, and foster a culture of continuous improvement and innovation.

- *Strategic Leadership*: Expert in setting and executing strategic vision, leading cross-functional teams, and driving organizational growth.
- *Innovation and Transformation*: Skilled in leveraging emerging technologies, including IoT and AI, to drive digital transformation and competitive advantage.
- *Customer-Centric Solutions*: Adept at understanding customer needs, developing tailored solutions, and enhancing customer satisfaction and retention.
- *Revenue Growth and Optimization*: Proven track record of driving significant revenue growth and optimizing operational efficiency through strategic initiatives.
- *Thought Leadership*: Regular speaker at industry conferences and contributor to leading tech publications.
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Professional Overview

Wind River Systems

Head of Partner Enablement and Engineering | *Global Partnerships and Ecosystem*   *January 2024 - Present*

- Drove transformation towards a scalable partner-driven business model by establishing a new Engineering and Enablement organization — Doubling our active partner ecosystem and growing partner-influenced revenue by 173%.
- Enabled partners to secure $1.8B in revenue and an additional $7.2B in renewable USG/DoD contracts by developing strategy and solutions enabling modernization of embedded development and testing, responsible for strategic differentiation.
- Model, Coach, Care
- Led efforts to integrate Wind River's products into partner ecosystems, including bringing critical tooling to DevSecOps platforms like GitHub, Azure DevOps, and GitLab, and enabling our operating systems on AWS and Azure. These enabled expansion through new and novel use cases while providing an enhanced developer experience.
- Developed and implemented partner training programs, improving partner capabilities and satisfaction.
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- Led support of our partners in strategic USG/DoD bids. Provided strategy and solutions responsible for strategic differentiation leading our partners to secure $1.8B/yr in additional revenue from $9B is renewable contracts.
- Oversaw engineering efforts to integrate partner solutions with Wind River's products, increasing market reach and customer satisfaction.
- Championed the adoption of emerging technologies, such as AI and edge computing, within partner solutions, resulting in innovative, high-impact offerings.
- Fostered a culture of continuous improvement and collaboration, leading to a 20% increase in partner engagement and performance.

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

- Established a global organization responsible for modernizing customers' 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, generating $30M+/yr in new direct revenue opportunities and enabling strategic partners to pursue $1B+ in commercial and DoD customer contracts.

- Spearheaded the implementation of agile methodologies, reducing project timelines by 20% and increasing customer satisfaction.
- Led development of new processes to advocate for the voice of the customer across sales, product, and engineering, resulting in a 15% increase in customer retention.
- Coached individuals and teams, fostering growth in interpersonal, technical, and leadership skills, contributing to a 25% improvement in team performance.

Microsoft

Senior Principal Architect and Head of Product Strategy | *Azure IoT*   *January 2022 - January 2023*

- Drove product strategy for Azure IoT, leading cross-organizational program efforts spanning numerous CVPs.
- Developed new revenue measurement, COGS optimization, and customer acquisition strategies, resulting in 80% YoY growth, 150M+ active devices, and $500M+ in pull-through revenue.
- Presented Azure IoT keynotes at Microsoft Build, partner and industry conferences, EBCs, and more, establishing thought leadership in the IoT space.
- Spearheaded analyst reviews such as Gartner MQ and Forrester Wave, achieving leading positions for Edge and IIoT, enhancing Microsoft's market reputation.
- Championed a culture of innovation and collaboration, leading to the successful launch of several high-impact initiatives.

Global Black Belt | *IoT Customer Success*   *December 2020 - January 2022*

- Developed customer pilot and education programs and collaborated with engineering to unblock customer opportunities, resulting in a 30% increase in successful customer deployments.
- Led strategic partnerships with industry experts like PTC and Rockwell to develop effective cross-company solutions, driving $50M in new business.
- Guided strategic Microsoft customers in implementing well-architected best practices for their IoT solutions, improving performance and reliability.
- Drove strategies to acquire numerous new Azure IoT customers, helping them rapidly bring products to market, leading to a 40% increase in market share.

Enterprise Architect - Azure | *Microsoft Technology Centers*   *April 2018 - December 2020*

- Guided architecture of customer solutions leveraging infrastructure, cloud-native application, and data platforms.
- Led opportunities with numerous Fortune 500 companies, securing over $100M in Azure commitments, contributing to Microsoft's revenue growth.
- Established a cross-organizational team within Microsoft to learn and share customer engagement best practices, fostering a culture of continuous improvement.
- Delivered technical workshops and training sessions, enhancing customers' understanding and adoption of Azure solutions.

Engineering Manager | UniKey Technologies   *May 2015 - December 2017*

- Managed a team of developers leveraging cloud-native services to build an IoT platform powering 1M+ devices, leading to a 50% increase in operational efficiency.
- Guided cultural change during rapid company growth, resulting in improved team morale and collaboration.
- Provided technical expertise in architecture and scalability, enabling the successful deployment of key projects.
- Developed strategic partnerships with Amazon, Google, Samsung, and more, enabling new smart-home capabilities and expanding market reach.
- Implemented agile methodologies, reducing development cycles by 20% and increasing product quality.

Lead Software Engineer | Cloudspace   *September 2012 - May 2015*

- Led development teams building web/mobile applications, resulting in the successful launch of multiple high-impact projects.
- Spearheaded the company transition to cloud-native services, improving scalability and performance.

- Implemented company-wide quality standards and DevOps practices, leading to significant productivity gains and reducing deployment times by 30%.
- Mentored junior developers, fostering a culture of continuous learning and professional growth.
- Collaborated with clients to understand their needs and deliver tailored solutions, resulting in increased customer satisfaction.

Software Engineer / Consultant   *July 2008 - September 2012*

Education

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