Joey Lorich

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Summary

Customer-obsessed technology leader with a proven track record of driving innovation, alignment, and growth across product, engineering, and go-to-market functions. Known for leading strategy, architecture, and delivering solutions across cloud, IoT/Edge, and AI/ML domains.

Trusted partner to senior executives, bringing clarity to complex challenges. Combines hands-on technical depth with a "Model, Coach, Care" approach to leadership and culture.

Key Skills

Product Leadership · Technical Leadership · GTM Strategy · Strategic Partnerships · Executive Stakeholder Alignment · Cloud Architecture · AI/ML · IoT Platforms · Edge Computing · Cultural Transformation

Accomplishments

Accelerating product growth
Led product strategy for a $500M+ business, launching initiatives that grew revenue 237%.

Architecting global-scale services
Drove architecture for a mission-critical cloud platform used by over 100M people daily.

Empowering partners
Developed solutions that enabled partners to secure $1.9B+ in annual revenue.

Influencing industry
Keynote speaker and 9-time session leader at Microsoft Build, 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 an 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 $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 **AWS and Azure marketplace** sales – 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 growing utilization by driving modernization of customer's edge platform, application, and AI/ML development lifecycles.
- Led deep-dive efforts to review and improve product architecture, coordinating insights from customers and partners to drive improvements in performance, adoption, and developer experience – enhancing product-market fit.
- Directed development of a suite of embedded DevSecOps tools responsible for **$30M+/yr in new opportunities**.
- Drove creation of new processes to advocate for the voice of the customer across product, and engineering. Established initiatives to seed this effort with 40+ dimensions of feedback gathered from 25 strategic customers.

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 technical expertise needed to accelerate opportunities.
- Achieved a **301% increase in IoT product utilization** by spearheading initiatives spanning Edge, Messaging, Data, and Dev 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 generating >**$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 their 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 many new projects and leading to over **$100M in future revenue commitments**.
- Led a **strategic manufacturing partnership with PTC and Rockwell**, developing effective cross-company solutions.

Senior Enterprise 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 **high-scale, reliable, secure, and cost-effective platform** with minimal headcount.
- Created a robust architecture for 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 **15M+ 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