Joey Lorich

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Key Skills

- · Strong knowledge of IoT solutions architecture, IoT security, IIoT, and edge device development.
- · Deep expertise in developing scalable, reliable, secure, cloud-native services on Azure.
- Experienced in developing customer sales strategies, impactful metrics, and enabling others.
- · Adept at starting and nurturing new business relationships and coordinating across multiple teams.

Experience

Microsoft May 2015 - Present

Principal PM Architect | Azure IoT

January 2022 - Present

Serve as a PM architect for Azure IoT, leading product direction, coordinating across multiple organizations within the
company, and defining cross-product interactions. Work with finance and sales to ensure effective revenue, COGS,
and pipeline. Lead public-facing Azure IoT interactions including presenting at conferences like Microsoft Build, as
well as work with GM/CVPs to develop content and present to for consultant reviews such as the Edge and IIoT Gartner Magic Quadrants.

Global Black Belt Technical Specialist | Azure IoT

December 2020 - January 2022

- · Worked closely with strategic Microsoft customers to bring well-architected best practices to their solutions. Assisted in development of PoCs and Pilots and worked to unblock customer issues.
- Drove acquisition of numerous net-new Azure IoT customers, helping to rapidly bring new products to market.
- · Led strategic partnerships with industrial IoT customers ensuring well-architected cross-solution implementations.
- · Worked with product, finance, and marketing teams to to develop new metrics and customer acquisiton strategies.

Technical Architect | Azure App Development

April 2018 - December 2020

- Led architecture design sessions, workshops, educational briefings, and proofs of concept for numerous enterprise companies helping drive their strategies for software design, DevOps, and cloud migrations.
- Guided Microsoft customers developing cloud-native applications. Provided architecture and development expertise in designing complex solutions leveraging Kubernetes, microservices, serverless platforms, API gateways and more.
- · Leveraged relationships built across multiple organizations to help instill confidence in Microsoft's products and services, leading to strategic, significant, and valuable product adoptions and platform migrations.

UniKey Technologies | Lead Software Engineer

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 WebSocket device connections. Implemented actors and asynchronous message processing patterns to achieve high scalability and handle thousands of requests per second.
- · Led development of partner integrations with Amazon Alexa, Samsung SmartThings, Google Nest, and more.

Cloudspace | Lead Engineer

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 Development Contractor

July 2008 - September 2012

Education and Achievements

Microsoft Certified Azure Solutions Architect Expert, Certified IoT Developer **University of Central Florida** B.S. Computer Science; B.S. Information Technology