# 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.

## Professional Overview

### Wind River Systems

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

- Led global partner enablement initiatives, enhancing collaboration and driving $50M+ in new business through strategic partnerships.
- Developed and implemented partner training programs, improving partner capabilities and satisfaction.
- 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