Joey Lorich

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Summary

Strategic technology leader with a proven track record of creating innovation, alignment, and growth across product, engineering, and go-to-market functions. Known for driving innovation and architecture across in, IoT, and AI/ML domains. Trusted partner to senior leadership, bringing clarity to complex challenges and delivering scalable, customer-centric solutions. Combines hands-on technical depth with a collaborative, people-first approach to leadership and culture.

Key Achievements

- Led product strategy and grew revnue 237%YoY, creating a $500M+ business.
- Drove architecture for a mission-critical service relied upon daily by 100M+ people.
- Developed solutions which enabled partners to secure $1.9B/yr in USG/DoD contracts.
- Keynote speaker and 9x session leader at Microsoft Build, Ignite, and AWS Re: Invent

Professional Experience and Key Results

Wind River Systems

Head of Partner Engineering and Enablement   *March 2024 - Present*

- Drove evolution towards a scalable partner-centric business model by establishing a new 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 an additional $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 sales on marketplaces like AWS and Azure 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 expanding product utilization by driving modernization of customer's edge platform, application, and AI/ML development lifecycles.
- Directed development of a new suite of embedded DevSecOps tools responsible for $30M+/yr in new opportunities.
- Led development of new processes to advocate for the voice of the customer across sales, product, and engineering. Established initiatives seeding this process which gathered 40+ dimensions of feedback from 25 strategic customers.
- Coached individuals and teams within the company, helping grow their interpersonal, technical, and leadership skills.

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 the technical expertise needed to accelerate new opportunities.
- Achieved a 301% increase in IoT product utilization through strategic initiatives spanning Edge, Messaging, Data, and Developer 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 responsible for >$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 monthly 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 a multitude of new projects and leading to over $100M in future revenue commitments.
- Led strategic manufacturing partnerships with PTC and Rockwell to develop effective cross-company solutions.

Senior Technical 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.
- Defined a robust architecture for handling 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 than 15 million 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