

Joey Lorch

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Profile

Customer-obsessed technology leader with a proven track record of growing teams, driving strategy, instilling technical excellence, and developing high-impact opportunities. Diverse career history spanning leadership of engineering, technical sales, and product teams at both cutting-edge startups and global technology leaders. Passionate about enabling organizational and cultural transformation by evolving the intersection of people and technology.

Professional Overview

Global Director of Solutions Architecture at Wind River Systems

January 2023 - Present

- Established a global organization responsible for modernizing customer's 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 responsible for \$30M+/yr in new direct revenue opportunities, and enabled strategic partners in pursuing \$1B+ in commercial and DoD customer contracts.
- Led development of new strategies to advocate for the voice of the customer across sales, product, and engineering.

Microsoft

Principal PM Architect — Azure IoT

January 2022 - January 2023

- Responsible for IoT company strategy, leading cross-organizational program efforts spanning numerous CVPs.
- Developed new revenue measurement, COGS optimization, and customer acquisition strategies in partnership with sales and engineering — leading to 80% YoY growth, 150M+ active devices, and \$500M+ in pull-through revenue.
- Led presentation of Azure IoT keynotes at Microsoft Build, partner and industry conferences, EBCs, and more.
- Spearheaded analyst reviews such as Gartner MQ and Forrester Wave, achieving leading positions for Edge and IIoT.

Global Black Belt — Azure IoT

December 2020 - January 2022

- Developed customer pilot and education programs and worked with engineering to unblock customer opportunities.
- Led strategic partnerships with industry experts like PTC and Rockwell to develop effective cross-company solutions.
- Worked closely with strategic Microsoft customers to bring well-architected best practices to their IoT solutions.
- Drove strategies to acquire numerous new Azure IoT customers and helped them rapidly bring products to market.

Azure Architect — 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.
- Established a cross-organizational team within Microsoft to learn and share customer engagement best practices.

Engineering Manager — Web Services at UniKey Technologies

May 2015 - December 2017

- Managed a team of developers leveraging cloud-native services to build an IoT platform for physical access control, powering 1M+ devices. Guided cultural change and provided technical expertise in architecture and scalability.
- Developed strategic partnerships with Amazon, Google, Samsung and more to enable new smart-home capabilities.

Lead Software Engineer at Cloudspace

September 2012 - May 2015

- Led development teams building web/mobile applications. Spearheaded company transition to cloud-native services.
- Implemented company-wide quality standards and DevOps practices leading to significant productivity gains.

Software Engineer / Consultant

July 2008 - September 2012

Education

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