

JON LAWRENCE

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Product Management & Product Strategy Executive

Results-driven software technology executive with nearly 30 years of experience in Product Strategy, Product Marketing, Company Strategy, Support and Services with a variety of B2B and B2B2C applications in the retail, hospitality healthcare, and higher education markets. Strong presentation and communication skills. Passionate product and company evangelist. Builder of highly engaged and high-performance teams.

Highlights and demonstrated success:

- **Product Innovator** – awarded United States Patents 10,115,094 (Visual Customer Identification) and 11,126,984 (Real-time Service Processing)
- **Top performer** – President’s club winner during every year of eligibility, exceeding software bookings quotas.
- **Problem solver** – Laser-focused in identifying critical business problems on behalf of customers and prospects, develop key relationships from end users in the field to C-level executives in Marketing, Operations, Finance, and Information Technology, and lead teams to develop and deliver high value applications to solve those key problems.
- **Creator of high-performance teams** - Talent acquisition and staff development to improve market position and brand reputation for both larger enterprise and smaller organizations – using direct and matrixed team structures.
- **Strategic marketer** with a focus on business value and problem solving through by creating and delivering high quality sales enablement tools and assets.
- **Trusted Advisor** - Evaluate strategic mergers and acquisitions, assessing strategic fit, and overall business and product synergies.

CORE COMPETENCIES

- Product Management
- Business Development
- Team Building
- Industry Strategist
- Keynote Speaker
- Pre-Sales / Solution Consulting
- Product Lifecycle Management
- Mergers and Acquisitions
- Pricing and Marketing Strategy

PROFESSIONAL EXPERIENCE

CBORD / Horizon – Duluth, Georgia

2021 - Present

Vice President, Product Strategy

- Establish SaaS Leadership – Develop and execute a product strategy to move thousands of customer facilities from legacy on-premise software applications to newly developed SaaS platforms in both healthcare and higher education market segments.
- Organization Development and Alignment – Lead the analysis, recommendation and implementation of a new Product Management organizational model that better aligns Product Strategy to Sales, Support, Engineering, and Professional Services. This includes some cross-functional re-organization to better align Product Management resources to our growth objectives.
- Develop and Implement Multi-Year Strategy – Support the engagement of a significant third-party market assessment that ultimately led to the creation of a well-formed multi-year product investment and sales strategy to exceed market growth rates in the niche software markets that we serve.
- Talent Development – Engage an a talent development strategy to identify high potential candidates inside of CBORD but outside of engineering and development to help fill key roles in the team during an incredibly challenging labor market for technical resources.

Oversight Systems – Atlanta, Georgia

2019 – 2021

Vice President, Product Management

- Recruit and Developed a High Performance Team – As a direct report to the CEO, designed and developed company’s first product management organization, with emphasis on data driven investment and ROI.
- Established Product Management Discipline – Disabled the existing “ad-hoc” product strategy to one based on a well-defined Product Lifecycle Management approach. Implemented critical business process changes to ensure better decision making, improve organizational visibility, and deliver stronger accountability from the Executive Team to Product Development and Marketing.
- Market Expansion and Growth – Pivoted the company and product strategy during the pandemic to secure an entirely new market segment. Facilitate product, process, and commercial changes to support the company’s first “white label” software solution. Enhanced product platform to support scalable globalization and localization. Expected result in the first year is an overall 30% growth in overall SaaS revenue.
- Long-term Product Strategy – Developed 3-year product strategy to support company growth and valuation targets based on a combination of organic product development, partnership development and also the acquisition key assets to deliver expected results.

NCR Corporation – Atlanta, Georgia

2012 – 2019

Senior Director, Group Product Leader – NCR Hospitality

- Product Management – Lead the overall strategy and investment business case supporting a 50% increase in software development over 12 months, including the re-architecture of an industry leading platform, and driving key innovation in the areas of AI and consumer-facing technology. Coordinated the allocation of \$60M in R&D funding across six major work streams to drive timely product launches and ROI.
- Strategy – Annually develop, publish and communicate 3 year Product Strategy that aligns to Company's overall growth strategies. Conducted detailed market analysis of current and planned assets, lead overall solution messaging, thought leadership, and targeted M&A investment for B2B and consumer-facing technologies. Identified and secured business development partnerships to offset solution gaps in a way that maximizes overall company revenue and market share.
- Sales Enablement – create and support new go-to-market offers that incorporate hardware, software, and services, designed to differentiate the solution portfolio in a highly competitive market.

Senior Director, Product Marketing & Solution Management – NCR Hospitality

- Market Analysis and Go-to-Market – Defined availability and addressable markets, aligning the organization to make targeted growth investments in existing and new territories. Successfully developed and executed lead generation content and campaigns driving an increase of 10-15% growth in pipeline funnel.
- Technology Evangelist and Keynote Speaker – regularly support retail and hospitality events as the highlighted event speaker, with a focus on key technology trends, new perspectives around innovation, and helping customers and prospects leverage those trends into growth for their businesses.
- Sales – Partner with sales teams to develop a completely new and differentiated solution marketing message. Executive sponsor for targeted prospects and customers.
- Industry Strategist – Trusted partner with customer C-level executives in developing and implementing new digital consumer engagement initiatives. Key leader in the development of overall NCR Hospitality solution strategy, providing and orchestrating analysis on portfolio management.
- Executive Sponsor - Strategic Development Services – Identified key market opportunity, a new services offering, and go-to-market strategy which accelerated product roadmaps, and also enabled customers to meet their objectives and timelines. Nearly doubled such services business in each of two consecutive years.

REDPRAIRIE, INC. – Alpharetta, Georgia

2000 – 2012

Vice President, Retail Solutions

- Customer Success – managed team of 30 implementation consultants to deliver customer ROI and internal company P/L objectives for both Retail and Restaurant operations.
- Business Development - Responsible for pre-sales Solution Consultants, delivering more than \$20M in new software license annually in the Retail and Hospitality segment which supported approximately \$100M of annual solution revenue to the business.
- Talent acquisition – Expanded implementation services team by more than 30% and exceeding realization targets. Co-developed an expanded services offering with both technical and implementation consultants resulting in revenue growth that exceeded plan.
- Software license growth - Increased new software license revenue by more than 40% in a single year - helping to close the largest software deal in company history.
- Evangelist - Served as the subject matter expert for the Retail & Hospitality suite of products – engaging with partners, analysts and serving as an sponsor of acquisition candidates.

Vice President, Retail Product Marketing

- Established Global Product Footprint - Global Product Marketing and Product Management responsibility for all retail store solutions – including Store Inventory Management, Workforce Management and Site Operations.
- Strategy Definition and Portfolio Management - Guided the R&D investment of more than \$10M annually to align with both market position and company objectives.
- Subject Matter Expert and Thought Leader - Conduct executive and retail analyst briefings, as well as partner-sponsored speaking engagements. Keynote speaker at user conferences and industry events.

Director, Retail Product Management (BlueCube Software / RedPrairie)

- Product Lifecycle Management (PLM) - Responsible for overall product management, including the customer-sponsored development of the Workforce Management and Store Inventory Management solutions.
- Sales & Market Share Growth - More than doubled global live sites in three years.
- Customer Advisory Board - Lead the creation, launch, and operation of the company's Workforce Management Product User Community, cited by analysts as one of the most valuable and differentiating User Groups in the industry.
- Retail Technology Leadership - Served on various retail industry technical standards committees. Served two terms as Vice-Chairman National Association of Convenience Stores Technical Committee (formerly PCATS).

Senior Strategic Account Manager (BlueCube Software)

- Sales Growth - Account Manager responsible for new services and license opportunities within each account. Served as the customer advocate, key point of contact and advisor to customer executives.
- Improved Customer Satisfaction - Within 12-month period, managed the transition of a major international account from an unsatisfactory customer experience and legal challenge to one of a strong customer reference through a focus on improved delivery, deployment, and support services.

Solution Delivery Manager (Radiant Systems)

- Product Support Leader – lead a team of retail industry support specialists to meet customer expectations
- Customer Success - Solution architect and team leader in support of the workforce management and site operations solutions in several top tier domestic and international clients in both the PCS and Hospitality markets.
- Data Center and Operations Management - Managed Hosting Operations, including change management in support of a new multi-tenant Software as a Service (SaaS) application.

LOCKHEED MARTIN– Johnson City, New York

1998 – 2000

Sourcing Manager, Development Programs

- Supply Chain Lead - Responsible for vendor selection and component delivery for critical Military programs, including the Atlas V.
- Team Lead - Led team of technical component engineers and sourcing specialists to meet budgetary constraints and program timelines of both unmanned space and military aerospace programs.

Operations Program Manager

- Production Operations - Supported the production and program operations for the F/A-18 E/F Upgrade flight and engine controls.
- Program Leadership - Served as Deputy Program Manager and became the primary liaison to the GSA and Military Quality Assurance Engineers.
- Award-winning Team Leader - Managed the Joint Strike Fighter (JSF) flight control operations development and initial production units in less than one-third of the time available to the previous supplier.

AMPHENOL INTERCONNECT PRODUCTS – Endicott, New York

1993 – 1998

Senior OEM Program Marketing Manager

- Program Leadership - Responsible for product development, product management, and product marketing of hardware interconnect assemblies into several major accounts.
- Sales Growth - More than doubled the product line portfolio to nearly \$5M in less than two years for a division with \$40M in annual revenue.

Human Resources Specialist

- Safety / HR Administration - Responsible for employee safety, employee relations, EEO / Affirmative Action Planning for a manufacturing operation with about 400 employees.

EDUCATION

Bachelor of Science, **Cornell University**, 1993