

Jon Lawrence

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BUSINESS, PRODUCT, TECHNOLOGY & STRATEGY EXECUTIVE

Visionary B2B SaaS Product & Technology Leader with successful private equity exits, M&A, and consistent organic ARR growth across markets including healthcare, education, hospitality, & retail supply chain. Lead and execute transformations in technology, organizational structure, scalability, along with team performance. Ability to influence stakeholders using data-driven decisions and prioritization. Experienced M&A advisor supporting due diligence and integration. Ability to balance visionary thinking with pragmatic execution. High customer empathy with high emphasis on delivering value. Resilient leader driving accountability and success using AI to enhance products and team success.

AREAS OF EXPERTISE

Value Creation | Innovation & Patent Holder | Maximizing Revenue & Profit Growth | Artificial Intelligence | Building High-Performance Teams | Customer-Centric Strategy | M&A | UI / UX | Product Lifecycle Management | Hands-on Problem-Solver | GTM Strategies | Sales Enablement | Excellent Communication Skills | Strong Analytical Skills | Presentation Skills

PROFESSIONAL EXPERIENCE

CBORD, Duluth, GA

07/2021 – 10/2024

Roper Technologies (NASDAQ: ROP) Portfolio Company – Successful M&A Exit

VP, Product and Strategy

Provide product management leadership, mentorship, collaboration, and cross-functional team leadership to 25+ person Product Team to drive the product vision and strategy for two major technology platforms. Establish critical cloud services strategies - including the migration of thousands (1000s) of facilities from legacy on-premises software to a new SaaS platform through a well-defined product portfolio. Supported multiple significant acquisitions / mergers through due diligence. Directly supported successful \$1.5B merger and subsequent integration.

- Implemented a new product management organizational model supporting \$20mm in R&D investment, improving cross-functional alignment, and product metrics, increasing overall productivity by more than 25%.
- Established design thinking by implementing a User Experience Center of Excellence (COE) with structured research.
- Provided organizational leadership through research, development, and presentation of a 5-year, high growth strategy, driving >10% YoY organic growth of a \$200mm business with significant quantitative conviction to support the ROI.
- Developed Key Performance Indicators (KPIs) to prioritize roadmap enhancements, improving credibility and revenue.
- Inspire innovation and team development using emerging technologies in support of customer needs and efficiency.
- Excelled as a hands-on executive sponsor to recover and maintain CBORD's relationship with largest non-profit healthcare system in the United States. Maniacal focus on improving the customer experience and enabling customer success.
- Ability to lead change to think strategically. Delivered win/loss analytics automation, competitive landscape analysis, and Voice of Customer (VOC) analytics providing market insights, user needs, and industry trends.
- Developed modernized GTM packaging and pricing models that supported ~10% organic revenue growth.
- Led an expanded Data Access and Data Analytics vision, with commercial API framework that ensures regulatory compliance (HIPAA).

Oversight Systems, Atlanta, GA

07/2019 - 06/2021

Luminate Capital Partners successful exit to TCV - ~\$20mm ARR business

Vice President, Product Management

Recruited, developed, and built a high-performance product management team to enable and support Value Creation model. Established customer-facing roadmap for the first time, as well as launching a brand-new Procurement product line.

- Transitioned the "ad-hoc" Product Lifecycle Management (PLM) process into agile product planning and development best practices that resulted in more throughput, stakeholder visibility, and stronger Board-level alignment.
- Enhanced product design using market research and customer insights to support agile and lean methodologies for both product management and product development teams.
- Created key accountability metrics to enforce "say:do" ratio, improving delivery to commitment to >95%.
- Collaborated with ELT to successfully pivot product and go-to-market strategy to capture a new market segment and launched the company's first white-label software solution, both of which helped set the stage for >25% ARR growth within 12 months.

NCR Corporation, NCR Hospitality, Atlanta, GA

10/2012 - 06/2019

\$600mm division of NCR (NYSE: VYX) – Now NCR Voyix

Executive Director, Group Product Executive 07/2016 - 06/2019

Spearheaded the overall Hospitality product vision, including investment business case to support a 50% increase in software development investment over 12 months to establish a comprehensive SaaS platform in a fast-growing market.

- Managed the strategic analysis and allocation of \$60mm in R&D funding and presented to CEO/Board members to successfully secure approval.
- Conducted Market Research and develop 3-year Product Strategy, with expanded focus on consumer engagement.
- Created and supported new go-to-market strategies based on market trends, designed to differentiate the solution portfolio in a highly competitive market, targeting up to 70% in added ARR value.
- Identified and secured more than 20 strategic partnerships and helped to facilitate multiple M&A initiatives, contributing to company expansion in B2B and consumer-facing markets.
- Re-organized product teams under a new business unit model, aligned for greater efficiency and scalability to support sales and marketing, along with a more predictable Product Development Strategy.

Senior Director, Product Marketing & Solution Management, 10/2012 – 06/2016

Developed and led a new solution selling approach supporting global hospitality market, leveraging pragmatic marketing and the Jobs to be Done frameworks. Conducted strategic market analysis and supported lead generation campaigns, increasing pipeline funnel by 10-15%. Utilized data-driven strategies to penetrate new geographic markets and optimize growth.

- Strategized with C-suite to implement new digital consumer engagement initiatives, increasing customer satisfaction and creating new growth segments. Led development of NCR Hospitality solution strategy w/>5% YoY growth.
- Collaborated with sales teams to develop a completely new and differentiated solution marketing message. Executive sponsor for targeted prospects and customers in both the enterprise and small business market segments.
- Served as keynote speaker at industry events, driving thought leadership on key technology trends and innovation. Helped increase brand visibility, new client engagement, and motivated the business development teams.
- Launched a new funded development services offering and go-to-market strategy, accelerating product roadmaps and enabling customers to meet critical objectives; nearly doubling the development services business.
- Leveraged technical expertise and served on multiple high profile customer executive committees (4 of top 10 restaurant chains in the U.S.) to develop next generation mobile consumer engagement applications.

RedPrairie, Inc., Alpharetta, GA (now Blue Yonder)

05/2000 - 09/2012

Startup BlueCube Software sold to Francisco Partners with subsequent successful exit to New Mountain Capital

Vice President, Retail Solutions, 07/2009 – 09/2012

Overall P/L owner / General Manager for the Retail Supply Chain Portfolio, Product Innovation & Services. Led the sales, strategy, product management, and implementation services supporting \$100mm in annual revenue, including 40% growth.

- Organized and developed a team of pre-sales Solution Consultants, supporting \$20M bookings targets in new software license and ARR, including a workforce management and payroll and HRIS integration module.
- Expanded implementation services team (with on-shore and off-shore talent), new practice management, and exceeded realization targets. Co-developed new business models, including an expanded services offering with both technical and implementation consultants resulting in >10% annual revenue and expanded gross margin.
- Secured marquee retail clients, including 2 of the top 10 in the U.S and the largest grocer in the UK driving >\$10mm ARR.
- Developed strategic partnerships with consulting firms driving preferred selections and accelerated implementations.

Vice President, Retail Product Strategy, 12/2006 - 06/2009

Director, Retail Product Management (BlueCube, acquired by RedPrairie), 06/2004 - 11/2006

Senior Strategic Account Manager (BlueCube Software, divestiture from Radiant Systems), 07/2003 - 05/2004

Solution Delivery Manager (Radiant Systems), 05/2000 - 06/2003

EDUCATION - Bachelor of Science (BS) - Cornell University, Ithaca, NY

PATENTS - Visual Customer Identification: 10,115,094 -- Real-time Service Processing: 11,126,984