

Jon Lawrence

Atlanta, GA | jon@jonlawrence.me | 404.518.7644 | <https://jonlawrence.me> | LinkedIn: [/jon-lawrence-techleader](https://www.linkedin.com/in/jon-lawrence-techleader)

PRODUCT & AI VALUE CREATION EXECUTIVE

Chief Product Officer with deep experience leading private equity-backed SaaS platforms through portfolio refactoring, growth pivots, and AI-driven transformation. Proven record reallocating R&D capital, modernizing legacy portfolios to cloud architectures, and aligning product investment to measurable ARR expansion and margin improvement. Operates with closed-loop accountability across product, sales alignment, and delivery economics. Trusted advisor to Boards and executive teams, translating complex technology strategy into clear, actionable growth narratives that align stakeholders and accelerate execution.

AREAS OF EXPERTISE

Private Equity Value Creation | AI Strategy & Operational Integration | R&D Capital Allocation & Portfolio Governance | Vertical SaaS Growth Strategy | Cloud Modernization & Platform Refactoring | ARR Expansion, Retention & Monetization | Revenue-Linked Roadmap Prioritization | Product Operating Model & Delivery Discipline | Sales & Services Commercial Alignment | M&A Strategy, Diligence & Integration

PROFESSIONAL EXPERIENCE

JAGGAER, Raleigh, NC

03/2025 - Present

Vista Equity Partners, Flagship Fund

Chief Product Officer

Own global product strategy, operating model, and \$40mm R&D investment governance across three geographies and two Centers of Excellence for multi-core procurement SaaS platform under Vista Equity Partners flagship fund.

- Reversed prior multi-year integration strategy across three core platforms, eliminating high-cost/low-value initiatives and redeploying ~20% of R&D capital within six months toward targeted manufacturing growth segments—improving engineering velocity, sharpening ICP alignment, and strengthening customer retention sentiment.
- Designed and operationalized a staged AI transformation roadmap (assistive → co-pilot → autonomous workflows), embedding AI into core workflows while institutionalizing AI capability across the 37-person product organization—driving 20–40% productivity gains within 90 days.
- Drove 100% GenAI adoption across global Product organization, embedding structured AI workflows into discovery, PRD development, and backlog management to increase throughput and decision quality.
- Reorganized Product organization into ICP-aligned vertical pods, tightening market accountability and improving alignment between roadmap investment, sales strategy, and customer expansion objectives.
- Replaced feature-driven roadmap planning with revenue-linked investment framework tying product initiatives directly to retention, expansion, and capital efficiency outcomes—accelerating delivery against highest-value initiatives.
- Established structured early-access commercialization program to align Sales commitments with validated product value, reduce roadmap volatility, and restore say:do discipline—expanding engaged design partners from 2 to 11 within 30 days.

CBORD, Duluth, GA

07/2021 – 10/2024

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

CPO / VP, Product Strategy

Led product strategy and operating model transformation for \$200mm B2B SaaS portfolio, overseeing \$20mm R&D investment and 25-person Product organization across two major platforms.

- Designed and executed 5-year growth strategy driving >10% YoY organic ARR growth, supported by quantified ROI modeling and disciplined capital allocation.
- Led strategic transition from legacy on-premise platforms to secure SaaS architecture across thousands of healthcare facilities, discontinuing low-value parity investments and refocusing roadmap on differentiated cloud capabilities—expanding TAM and reducing long-term tech debt exposure.
- Optimized existing 6-week release cadence (8–9 releases annually) to increase value density per release, improving feature throughput and accelerating time-to-customer impact.
- Redesigned product planning and delivery governance—clarifying ownership, instituting measurable KPIs, and improving roadmap transparency—driving 25% increase in team throughput while restoring delivery predictability and stakeholder confidence.
- Modernized packaging and pricing strategy to support expansion motion and clearer monetization pathways.

- Served as executive sponsor to largest non-profit healthcare system in the U.S., stabilizing and expanding strategic enterprise relationship.
- Supported multiple acquisitions through product due diligence and post-merger integration, contributing to successful \$1.5B merger.

Oversight Systems, Atlanta, GA

07/2019 - 06/2021

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

Vice President, Product Management

Professionalized product management function within founder-led, PE-backed SaaS platform, installing structured governance and aligning roadmap investment to value-creation objectives.

- Recruited and developed high-performance product team, establishing first formal customer-facing product strategy and value-based prioritization framework.
- Pivoted product and go-to-market strategy during COVID-driven revenue contraction, launching company's first Procurement product line to offset declining core demand and drive >25% ARR growth within 12 months.
- Introduced measurable delivery accountability ("say:do" ratio >95%), materially improving execution predictability and stakeholder confidence.
- Launched company's first white-label SaaS offering, expanding distribution channels and strengthening monetization leverage.
- Implemented disciplined agile planning practices to increase roadmap transparency and align Board-level expectations with execution capacity.

NCR Corporation, NCR Hospitality, Atlanta, GA

10/2012 - 06/2019

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

Executive Director - 07/2016 - 06/2019

Led portfolio refactoring and cloud transition strategy for global hospitality software platform within \$600mm division.

- Developed investment thesis securing 50% increase in software development funding within 12 months to transition legacy portfolio toward scalable SaaS architecture.
- Directed strategic allocation of \$60mm in R&D capital, presenting business cases to CEO and Board to support multi-year platform modernization.
- Defined 3-year product strategy centered on consumer engagement expansion and differentiated cloud capabilities.
- Reorganized product teams under scalable business unit structure to improve execution alignment and support predictable roadmap delivery.
- Identified and secured 20+ strategic technology partnerships and supported multiple M&A initiatives to expand platform ecosystem.

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

Led solution strategy and go-to-market alignment for global hospitality portfolio, driving >5% YoY growth through differentiated positioning and expansion initiatives.

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

Held full P&L accountability for \$100mm Retail Supply Chain portfolio, operating in a GM capacity across sales alignment, product strategy, and global services delivery—driving growth with end-to-end accountability for revenue and implementation margin performance.

- Partnered with sales and pre-sales to support \$20mm+ annual bookings while optimizing global consulting model (onshore/offshore), improving billability and services margin performance.
- Drove 40% revenue growth through portfolio expansion and enterprise client acquisition, securing 2 of the top 10 U.S. retailers and the largest grocer in the UK (> \$10mm ARR).
- Built strategic consulting partnerships to accelerate enterprise selection and improve implementation velocity.

Progressive leadership roles (2000–2009): VP, Retail Product Strategy; Director, Product Management; Strategic Account Manager; Solution Delivery Manager

EDUCATION - B.S. - Cornell University - PATENTS - 10,115,094 & 11,126,984