

# Jon Lawrence

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## 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. Early adopter and internal champion of AI-enabled product management practices, driving organization-wide adoption and measurable productivity gains through embedded AI workflows. 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-Driven Product Operating Model & Team Enablement | 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 | Pricing and Packaging

## PROFESSIONAL EXPERIENCE

**JWL Innovation Strategies, LLC** (Atlanta metro, GA)

**11/2024 – Present**

### Founder & Advisor (AI-Driven Product & Operating Model Advisory)

- Advise select SaaS companies and executives on integrating AI into product operating models, building on recent CPO leadership of AI-driven transformation at scale.
- Apply proven GenAI practices to improve product team throughput, decision quality, and value delivery through embedded AI workflows.
- Partner with leadership teams to translate AI capabilities into actionable product strategies aligned to growth, retention, and margin objectives.

**JAGGAER**, Raleigh, NC

**03/2025 – 03/2026**

*Vista Equity Partners, Flagship Fund*

### Chief Product Officer

Own global product strategy and \$40mm R&D 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 low-value initiatives and redeploying ~20% of R&D toward targeted manufacturing growth segments—improving velocity, ICP alignment, and retention sentiment.
- Designed and operationalized AI transformation roadmap (assistive → co-pilot → autonomous workflows), driving 20–40% productivity gains across 37-person product organization.
- Drove 100% GenAI adoption, embedding AI into discovery, PRDs, and backlog workflows to improve throughput and decision quality.
- Reorganized product into ICP-aligned vertical pods, improving alignment across roadmap, sales, and expansion objectives.
- Implemented revenue-linked prioritization model tying roadmap to retention, expansion, and capital efficiency.
- Established early-access commercialization program restoring say:do discipline and expanding design partners from 2 to 11 in 30 days.

**CBORD**, Duluth, GA

**07/2021 – 10/2024**

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

### VP, Product Strategy

Led product strategy transformation for \$200mm SaaS portfolio, overseeing \$20mm R&D and 25-person product organization.

- Built the investment and monetization levers required to reaccelerate organic growth, defining a multi-year strategy grounded in ROI-driven prioritization to help drive 10% annualized expansion.
- Led transition from on-prem to SaaS across healthcare clients, eliminating low-value parity work, expanding TAM, and reducing tech debt.

- Optimized 6-week release model to increase value density and accelerate customer impact.
- Redesigned product governance, improving throughput, - and restoring delivery predictability and stakeholder confidence.
- Modernized packaging and pricing to improve monetization and expansion clarity.
- Supported M&A diligence and integration contributing merger with Transact Campus.

**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 within founder-led SaaS platform, aligning roadmap to value creation.

- Built product function and introduced structured prioritization and customer-facing strategy.
- Pivoted product strategy during COVID-driven revenue decline, launching procurement product line and driving >25% ARR growth.
- Improved execution predictability (say:do >95%) and stakeholder confidence.
- Launched first white-label offering, expanding distribution and monetization leverage.

**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**