

Jon Lawrence

Atlanta, GA | jon@jonlawrence.me | 404.518.7644 | jonlawrence.me | linkedin.com/in/jon-lawrence-techleader

PRODUCT & AI VALUE CREATION EXECUTIVE

Chief Product Officer with 25 years leading vertical SaaS portfolios across procurement, healthcare, hospitality, and supply chain — including PE-backed platforms serving federal agencies, public sector, and enterprise healthcare systems. Proven record reallocating R&D capital, modernizing legacy portfolios to cloud architectures, and driving AI-led product transformation tied to ARR expansion and margin improvement. Early adopter and internal champion of AI-enabled product management practices, driving organization-wide adoption and measurable productivity gains. Operates with closed-loop accountability across product, sales alignment, and delivery economics. Trusted advisor to Boards and executive teams, translating complex technology strategy and public sector compliance requirements into clear, actionable growth narratives.

AREAS OF EXPERTISE

Private Equity Value Creation | AI-Driven Product Operating Model & Team Enablement | R&D Capital Allocation & Portfolio Governance | Vertical SaaS Growth Strategy | Healthcare & Public Sector SaaS | FedRAMP & StateRAMP Compliance Programs | 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 & Packaging

PROFESSIONAL EXPERIENCE

JWL Innovation Strategies, LLC, Atlanta, GA

11/2024 – Present

Founder & Advisor — AI-Driven Product & Operating Model Advisory

Operate as a senior product executive providing selective advisory engagements to PE-backed SaaS companies and executives, while evaluating next operating role.

- Currently collaborating with a PE-backed early-stage SaaS investor on product strategy and operating model design through a senior operating partner relationship.
- Apply proven GenAI practices to improve product team throughput, decision quality, and value delivery through embedded AI workflows — building on direct experience driving 100% GenAI adoption across a 37-person product organization.
- Translate AI capabilities and operating model improvements 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

Owned 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 serving commercial enterprises, U.S. state and local government, public higher education, and EU public sector.

- 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 procurement 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 customer discovery, PRD development, accelerated prototyping, and backlog management to increase throughput and decision quality.
- Adapted product and engineering teams into ICP-aligned vertical pods — including a dedicated public sector pod supporting state, local, and public higher education procurement requirements across the U.S. and EU.

- 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.
- Evaluated FedRAMP investment, partnering with Security and Engineering leadership to assess infrastructure, certification, and commercial implications for federal market entry.
- 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

VP, Product Strategy

Led product strategy and operating model transformation for \$200MM B2B SaaS portfolio serving healthcare systems, higher education, and senior living — overseeing \$20MM R&D investment and 25-person Product organization across two major platforms.

- Designed and executed multi-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 and higher education customers — including Kaiser Permanente, Banner Health, Texas Health Resources, and NYC Health + Hospitals — discontinuing low-value parity investments and refocusing roadmap on differentiated cloud capabilities.
- Served as named executive sponsor to Kaiser Permanente for two years, leading monthly and quarterly executive cadence and stabilizing/expanding the strategic relationship across the largest integrated managed care consortium in the U.S.
- Sponsored CBORD's StateRAMP authorization program for the Online Transaction Processing platform, achieving full StateRAMP Authorization in October 2024 and establishing the compliance foundation for expansion into public university and state-funded healthcare customers.
- Led FedRAMP investment evaluation for federal market entry, partnering with Security and Infrastructure leadership on certification path, infrastructure economics, and commercial trade-offs.
- Optimized 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 — restoring delivery predictability and stakeholder confidence.
- Modernized packaging and pricing strategy — initially rationalizing 4,000+ SKUs to under 200 — to support expansion motion and clearer monetization pathways.
- Led the product workstream on the \$1.5B Transact/CBORD merger, including due diligence, integration planning, and post-merger product strategy.

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 serving 16 federal agencies — including the Department of Veterans Affairs — and Fortune 500 commercial customers. Installed structured governance and aligned 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.
- Led product organization to support and maintain FedRAMP certification, with the platform listed on the FedRAMP Marketplace as a cloud provider for federal agencies; partnered with Security and Engineering leadership on the architectural and product implications of operating in FedRAMP-governed environments.
- Led the product response to COVID-driven revenue contraction with two strategic bets — launching a white-label SaaS offering that extended distribution through a major channel partnership, and building a new Procurement product line by leveraging existing platform data to detect spend leakage. Combined initiatives drove >25% ARR growth within 12 months.
- Introduced measurable delivery accountability (“say:do” ratio >95%), materially improving execution predictability and stakeholder confidence.

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 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 & PATENTS

Education: B.S., Cornell University**Patents:** U.S. Patents 10,115,094 and 11,126,984