

Jon Lawrence

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PRODUCT & AI VALUE CREATION EXECUTIVE

Chief Product Officer with 25 years leading vertical SaaS portfolios across procurement, healthcare, retail, 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 — including organization-wide GenAI adoption with measurable productivity gains. Trusted advisor to Boards and PE sponsors, 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; applying proven GenAI practices to improve product team throughput, decision quality, and value delivery.

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 (assistant → co-pilot → autonomous workflows), embedding AI into core procurement workflows while also driving 100% GenAI adoption across the 37-person product organization — delivering 20–40% productivity gains within 90 days through structured AI workflows in customer discovery, PRD development, accelerated prototyping, and backlog management.
- 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; partnered with Security and Engineering leadership to evaluate FedRAMP investment, certification path, and commercial implications for federal market entry.
- Established structured early-access commercialization program to align Sales commitments with validated product value— 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 locations — including Kaiser Permanente, Banner Health, Texas Health Resources, and NYC Health + Hospitals — 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, achieved in October 2024 — delivering compliance foundation supporting public university and state-supported hospitals.
- 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) and redesigned product planning and delivery governance — clarifying ownership and instituting measurable KPIs to restore delivery predictability and stakeholder confidence. Modernized packaging and pricing strategy, rationalizing 4,000+ SKUs to under 200 to support expansion and clearer monetization.
- 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 within founder-led, PE-backed SaaS platform serving 16 federal agencies — including the Department of Veterans Affairs — and Fortune 500 commercial customers.

- Supported ongoing FedRAMP certification with the platform listed on the FedRAMP Marketplace; partnered with Security and Engineering leadership on the architectural and product implications of operating and maintaining FedRAMP-governed environments.
- Led product response to COVID-driven revenue contraction with two strategic bets — a white-label SaaS offering extending distribution through a major channel partnership, and a new Procurement product line leveraging platform data to detect spend leakage — driving >25% ARR growth in 1 year.
- 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 (2016–2019); Senior Director, Product Marketing & Solution Management (2012–2016)

- Developed investment thesis securing 50% increase in software development funding; directed strategic allocation of \$60MM in R&D capital to transition legacy portfolio toward scalable cloud SaaS architecture, presenting business cases to CEO and Board. Defined 3-year product and technology strategy centered on consumer engagement expansion and differentiated cloud capabilities, reorganized product and engineering teams under scalable business unit structure, and secured 20+ strategic technology partnerships supporting platform ecosystem expansion.

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 (2009–2012); Progressive leadership roles (2000–2009)

- Held full accountability for \$100MM Retail Supply Chain portfolio in a GM capacity across product strategy, engineering delivery alignment, sales, and global services — driving 40% revenue growth and securing 2 of the top 10 U.S. retailers and the largest UK grocer (>\$10MM ARR). Earlier roles included VP Retail Product Strategy and Director, Product Management.

EDUCATION & PATENTS

Education: B.S., Cornell University

Patents: U.S. Patents 10,115,094 and 11,126,984