

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 across global operations. 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, regulatory compliance requirements, and multi-market operating constraints 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

Providing selective advisory engagements to PE-backed SaaS companies on product strategy and operating model design while evaluating next operating role.

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. No employees were authorized to use AI tools for work prior to this role.

- **AI Operating Model Transformation:** Designed and operationalized a staged AI transformation roadmap (assistant → co-pilot → autonomous workflows), embedding AI into core procurement workflows while 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.
- **AI-Enabled Regulatory Intelligence:** Built autonomous AI agents that monitored EU legislative and procurement policy changes across multiple jurisdictions, surfacing six compliance-impacting regulatory changes eight months ahead of enforcement deadlines — eliminating two planned FTE hires and demonstrating a repeatable model for AI-driven regulatory change detection embedded directly into compliance workflows.
- **AI-Driven Localization at Scale:** Sponsored development of an autonomous translation workflow replacing \$300K/year in outsourced localization services across 26 languages. POC delivered a new language for under \$100 — replacing a \$127K manual effort — and moved to full production within a single release cycle with no additional headcount.
- **R&D Capital Reallocation:** 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.
- **Commercial Validation:** Established structured AI commercialization program converting early-access design partners into paying customers — expanding from 2 to 11 engaged partners within 30 days, with full commercial conversion and 6 presenting validated use cases at the annual user conference.

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.

- **ARR & Platform Growth:** Designed and executed multi-year growth strategy driving >10% YoY organic ARR growth, supported by quantified ROI modeling and disciplined capital allocation; rationalized 4,000+ SKUs to under 200 to support expansion and clearer monetization.
- **Cloud Migration:** 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.
- **Executive Sponsor, Kaiser Permanente:** Served as named executive sponsor 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.
- **Distributor Integrations & Channel Model:** Built direct commercial and technical integrations with major foodservice distributors including Sysco — enabling real-time ordering, receiving, ingredient tracking, and substitution management — and executed a white-label distribution model bundling operational software with distributor offerings to expand GTM reach.
- **Compliance & Regulatory Infrastructure:** Sponsored StateRAMP authorization for the Online Transaction Processing platform, achieved October 2024; led FedRAMP investment evaluation for federal market entry — partnering with Security and Infrastructure leadership on certification path, infrastructure economics, and commercial trade-offs.
- **M&A Integration:** 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 compliance analytics platform — AI-driven spend auditing and policy enforcement serving 16 federal agencies including the Department of Veterans Affairs and Fortune 500 commercial customers.

- Supported FedRAMP certification with platform listed on the FedRAMP Marketplace; partnered with Security and Engineering on architectural and product implications of operating in 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)

- **R&D Investment & Platform Strategy:** Developed investment thesis securing 50% increase in software development funding; directed ~\$60MM in R&D capital toward scalable cloud SaaS architecture. Defined 3-year product strategy centered on consumer engagement and cloud capabilities; reorganized teams under a scalable business unit structure and secured 20+ strategic technology partnerships.

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 P&L accountability for \$100MM Retail Supply Chain portfolio across product strategy, 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).

EDUCATION & PATENTS

Education: B.S., Cornell University

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