

Jon Lawrence

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

PRODUCT & AI TRANSFORMATION EXECUTIVE

Product and AI transformation leader with 25 years building and unifying product organizations across vertical SaaS — establishing the operating models, governance, and prioritization discipline that turn product from a function into a strategic capability. Track record spanning healthcare, procurement, hospitality, and supply chain, including multi-business-unit and acquisition-assembled portfolios serving enterprise healthcare systems, federal agencies, and the public sector. Embeds AI into customer-facing products and commercial workflows with measurable outcomes, from design-partner commercialization to organization-wide GenAI adoption, while modernizing legacy portfolios. Full P&L accountability across product, sales, and services, with deep fluency in pricing, packaging, and go-to-market. Operates fluently in regulated, compliance-driven environments — StateRAMP, FedRAMP, enterprise healthcare — and as a trusted partner to CEOs, boards, and PE sponsors.

AREAS OF EXPERTISE

Product Operating Model, Governance & Roadmap Discipline | Portfolio Rationalization, Modernization & Productization | Multi-Business-Unit Product Leadership | AI-Embedded Products & Customer Workflows | P&L Management & Commercial Accountability | Pricing, Packaging & Monetization Strategy | Go-to-Market Strategy & Sales Enablement | Customer, Market & Executive Engagement | Healthcare & Regulated-Industry SaaS | FedRAMP & StateRAMP Compliance Programs | M&A Diligence & Post-Merger Integration | Revenue Growth, Retention & Monetization | PE-Backed Value Creation

PROFESSIONAL EXPERIENCE

JWL Innovation Strategies, LLC, Atlanta, GA

11/2024 – Present

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

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

JAGGAER, Raleigh, NC

03/2025 – 03/2026

Vista Equity Partners portfolio company

Chief Product Officer

Led product strategy, commercial roadmap, and \$40MM R&D investment governance for multi-core procurement SaaS platform serving commercial enterprises, U.S. state and local government, public higher education, and EU public sector across three geographies. Drove AI transformation across the full product organization in an environment where no employees were authorized to use AI tools 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 across customer discovery, requirements development, prototyping, and backlog management.
- **Accelerated Commercial & GTM 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.
- **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 an autonomous translation workflow replacing \$300K/year in outsourced localization 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 Investment Reprioritization:** Led cross-functional reprioritization of R&D investment across three core platforms, reversing a multi-year integration strategy by eliminating high-cost/low-value initiatives and redeploying ~20% of R&D capital within six months toward targeted manufacturing growth segments aligned to customer value — improving engineering velocity, sharpening ICP alignment, and strengthening customer retention sentiment.

CBORD, Duluth, GA

07/2021 – 10/2024

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

VP, Product Strategy

Led product strategy, commercial growth planning, and portfolio rationalization 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. Led the product workstream on the \$1.5B Transact/CBORD merger, including due diligence, integration planning, and post-merger product strategy.

- **ARR Growth & Portfolio Rationalization:** 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, 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 system.
- **Channel Strategy & Partner Commercialization:** Designed and executed a partner/channel growth strategy with major foodservice distributors including Sysco — creating a white-label distribution model that bundled operational software with distributor offerings to expand addressable market and accelerate deal velocity. Built supporting commercial and technical integrations enabling real-time ordering, receiving, and inventory management across the partner ecosystem.
- **Compliance & Regulatory Infrastructure:** Sponsored StateRAMP authorization for the Online Transaction Processing platform; led FedRAMP investment evaluation for federal market entry — partnering with Security and Infrastructure leadership on certification path and commercial trade-offs.

Oversight Systems, Atlanta, GA

07/2019 – 06/2021

Luminate Capital Partners, Successful Exit to TCV — ~\$20MM ARR business

Vice President, Product Management

Founded the product management function within a founder-led, AI-driven compliance analytics platform — establishing product strategy, discovery, and roadmap discipline where none existed. Platform served 16 federal agencies including the Department of Veterans Affairs alongside Fortune 500 commercial customers.

- **Product Operating Model from Zero:** Installed the company's first structured product operating model — customer discovery, evidence-based prioritization, roadmap governance, and release cadence — replacing ad hoc, founder-driven decision-making with a repeatable discipline.
- **Delivery Accountability:** Introduced measurable delivery accountability — a "say:do" ratio sustained above 95% — materially improving execution predictability and stakeholder confidence.
- **Regulated-Environment Product Fluency:** Supported FedRAMP certification with the platform listed on the FedRAMP Marketplace; partnered with Security and Engineering on the architectural and product implications of these environments.
- **Commercial Bets Under Pressure:** Responded to COVID-driven revenue contraction with two commercial 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 one year.

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)

- **Commercial Enablement & Value-Based Selling:** Built and led the product marketing and sales enablement function across two distinct channels — SMB and Enterprise — for the nation's leading hospitality solutions provider. Developed competitive positioning, battle cards, commercial playbooks, pricing frameworks, and field enablement programs that drove adoption across a cost-sensitive SMB segment and enterprise accounts. Sustained mid-90s GRR and strong NRR through value-based selling narratives tied to an expanding portfolio of consumer engagement capabilities.
- **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 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).

- **Platform Modernization & Commercial Change Management:** Led portfolio-wide technology debt remediation requiring customer migration across the installed base, demanding cross-functional partnership with sales and services teams. Built value-based selling frameworks that reframed the migration as an improved customer experience, accelerating new sales pipeline while preserving margin on the existing technology stack.
- **Pricing Model Innovation & Cross-Functional Alignment:** Pioneered early transition from one-time license and services revenue to higher-ARR, higher-margin software subscription models, requiring deliberate alignment across sales, services, and finance to prevent functional silos from optimizing against each other. Partnered with the CFO to build shared economic models demonstrating long-term margin advantages, securing cross-functional buy-in without mandating change.

EDUCATION & PATENTS

Education: B.S., Cornell University

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