Christopher Lohroff

Hardware product manager

Grand Rapids, MI | chris@lohroff.com | lohroff.com

40+ SKU hardware portfolio	**$10M** annual hardware revenue	**30+ years** enterprise software and workplace technology

SUMMARY

Hardware product manager with 30+ years in enterprise software and workplace technology. Most recently owned a 40+ SKU hardware portfolio with $10 million in annual revenue, including occupancy sensors, indoor air quality sensors, room panels, kiosks and digital signage. Background in software engineering and systems integration, plus experience in pricing, vendor and contract manufacturer management, product certification and regulatory compliance.

CORE SKILLS

Product management	hardware product lifecycle, roadmap and enhancement definition, new product introduction, end-of-life planning
Commercial	pricing and margin strategy, solution sizing, customer discovery and solution presentations
Supply chain	third-party vendor sourcing, onboarding and negotiation, contract manufacturer management
Compliance	international product certification, EU Cyber Resilience Act
Delivery	Agile/Scrum, project and resource management, cross-functional leadership
Technical	IoT sensors and room hardware, AV and building-system integrations (Crestron, AMX), SQL Server, IIS
AI tools	Claude, Microsoft Copilot, ChatGPT

EXPERIENCE

Johnson Controls (formerly FM:Systems, Asure Software, PeopleCube) Grand Rapids, MI

2007-2026, through three acquisitions: PeopleCube by Asure Software (2012), Asure's workplace business by FM:Systems (2019), and FM:Systems by Johnson Controls (2022).

Hardware Product Manager 2021-2026

- Owned a workplace hardware product suite generating $10 million in annual revenue
- Managed a 40+ SKU portfolio of occupancy sensors for all use cases, indoor air quality sensors, kiosks and digital signage, and room panels
- Set margins and pricing for first-party and third-party products
- Evaluated, onboarded, negotiated with and managed multiple third-party hardware vendors
- Managed relationships with third-party contract manufacturers
- Planned new production rollouts and end-of-life transitions
- Led certification of first-party hardware to support sales in numerous countries
- Managed regulatory compliance, including the EU Cyber Resilience Act
- Met regularly with customers to evaluate use cases and present solutions
- Partnered with the commercial team to right-size and price occupancy solutions for deals
- Defined enhancement work items for engineering teams
- Built and maintained the hardware lab at corporate headquarters
- Built and ran the hardware demo labs at the annual customer conference

Senior Technical Consultant 2011-2021

- Deployed and performance-tuned the Resource Scheduler platform (IIS, SQL Server) for enterprise customers
- Integrated the platform with third-party hardware and software, including Crestron, AMX, Steelcase RoomWizard, Brickstream and Manhattan Centerstone
- Maintained 70% billable utilization

Technical Project Manager 2007-2011

- Managed a software engineering team, including 3 remote employees, and ran daily Scrum for 15 remote team members
- Owned requirements, delivery and execution of customer-funded product enhancements
- Led the migration from waterfall to Scrum and designed a new process that brought product management into the development cycle
- Communicated between engineering and the rest of the organization, including executive leadership

Infor Global Solutions (formerly Computer Strategies) | Grand Rapids, MI 1990-2007

- **IT Business Consultant / Analyst** (2005-2007): rolled out Clarity project and resource management for 900+ billable resources across 70 offices in North America and Asia, with integrations to Oracle, BPCS and Softrax ERP systems
- **Custom Products and Services Manager** (2002-2005): led a 10-person team, grew annual revenue 25% with no added headcount, and grew support revenue 102%
- **Earlier roles:** Project Manager (1998-2002), Senior Systems Analyst / Systems Analyst (1992-1998)

EDUCATION

BS, Computer Science, Hope College, cum laude