JONATHAN LEBLANC

Platform & Product Executive | Platform Strategy, Product Execution, and Scale
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EXECUTIVE SUMMARY

Platform and product executive with a proven record of building and scaling enterprise platforms, partner ecosystems, and go-to-market strategies that drive revenue growth, executive adoption, and ecosystem leverage. Engineering-adjacent leader with strong technical fluency and hands-on experience across APIs, platforms, AI-enabled tooling, and extensible operating models. Best-selling O'Reilly author and Technical Emmy Award recipient.

PROFESSIONAL EXPERIENCE

TRACELINK

Vice President and General Manager, OPUS Platform
Killingworth, CT | May 2021 – Present

Executive owner of TraceLink's flagship OPUS Platform, accountable for platform strategy, product execution, partner ecosystems, developer tooling, and enterprise outcomes. Led the company's transition to a platform-first operating model focused on extensibility, partner leverage, and network intelligence.

Platform & Ecosystem Leadership

- Designed and launched TraceLink's first Solution Partner Program, doubling active partners within months and enabling partner-sourced and partner-influenced pipeline without adding sales headcount.
- Built and scaled an Implementation Partner Program, achieving 2.5x growth in active partners and shifting delivery workload from constrained internal teams to partners.
- Defined and launched the strategic foundation for the OPUS Marketplace, establishing governance, licensing, onboarding, and monetization models for partner-built solutions.

Product & GTM Impact

- Unified platform product strategy, messaging, and GTM execution around CIO and IT transformation priorities, increasing CIO-level attach rates from 5% to 55%.
- Embedded platform and ecosystem narratives across 10+ global campaigns, enabling earlier executive engagement and increased deal momentum.
- Partnered with pricing and GTM leadership to shape packaging and deployment strategy for platform and marketplace offerings.

Platform Automation & Operational Excellence

- Established a secure, self-service developer sandbox with standardized APIs, tooling, and datasets, enabling partners and customers to independently build and test integrations.
- Reduced a 6–8 month internal integration backlog by ~40% and accelerated partner-led integrations by 30–50% without adding headcount.
- Built automated integration intelligence frameworks that reduced integration delivery time by ~75% and QA effort by ~90%.
- Implemented automated validation and audit tooling, reducing manual validation effort by ~65% and enabling consistent support for weekly and bi-weekly customer audits.

BOX

Senior Director, Developer Platform & Relations
Austin, TX | July 2017 – May 2021

Executive lead for Box Platform's global platform strategy, developer tooling, ecosystem operations, and enterprise activation.

- Scaled the Box Platform ecosystem from 50,000 to over 350,000 developers, growing platform ARR from $5M to $40M+.
- Reduced time to first API call by 45% through onboarding automation, tooling modernization, and funnel optimization.
- Drove a 3x increase in qualified enterprise platform pipeline through tight alignment with Product Marketing and Sales Engineering.
- Institutionalized API lifecycle and release governance, eliminating release regressions and achieving a 100% reduction in change-related incidents.
- Launched scalable developer training programs, reducing delivery costs by 90% while maintaining CSAT above 95%.
- Led analyst relations with Gartner, Forrester, IDC, and Aragon, strengthening platform credibility and enterprise confidence.
- Improved enterprise account retention and reduced churn by 15% through proactive architectural assessments and engagement programs.

PAYPAL & BRAINTREE

Global Head, Startup & Developer Relations
San Jose, CA | August 2011 – July 2017

Organizational lead for global developer and startup initiatives across PayPal and Braintree, supporting one of the world's largest fintech platforms.

- Expanded the PayPal and Braintree developer ecosystem to over 1.4M developers through global acquisition, activation, and engagement programs.
- Designed and scaled global platform programs spanning content, events, hackathons, accelerators, and startup initiatives, engaging 200K+ developers annually.
- Generated 776M+ earned media impressions with no paid spend, increasing media reach by 400% year over year.
- Reduced negative developer media sentiment from ~10% to 0.4% by improving platform trust, support responsiveness, and community engagement.
- Drove platform awareness across 550+ global events annually, accelerating fintech platform adoption and integrations.

EDUCATION

Bachelor of Science, Computer Science
Algonquin College, Ottawa, Canada

PUBLICATIONS & INDUSTRY LEADERSHIP

- Author, *Identity and Data Security for Web Developers*, O'Reilly Media
- Author, *Programming Social Applications*, O'Reilly Media
- Technical Emmy Award, Outstanding Achievement in Advanced Media Technology
- Founding Steering Committee Member, Linux Foundation Developer Relations Organization
- Former Board Member, OAuth, OpenID, and OpenSocial standards bodies