

# Jonathan LeBlanc

Product and Platform Executive | Enterprise AI, Platform Strategy, and GTM Enablement

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Senior Platform and product executive with 15+ years building and scaling enterprise SaaS and developer platforms from 0→1 and 1→N across regulated and highly technical domains. Cross-functional leader spanning product management, engineering, platform architecture, developer experience, and GTM execution. Proven track record modernizing platforms into scalable ecosystems that accelerate adoption, improve time-to-value, and drive enterprise growth. O'Reilly author and Technical Emmy Award recipient.

## SELECTED HIGHLIGHTS

- Led platform-first transformation at TraceLink, replacing bespoke integrations with scalable platform services.
- Built TraceLink's first scaled partner ecosystem and co-sell motion, driving 50% of implementations and sales through partners, increasing average deal size 3x, and reducing deal cycles 30%.
- Standardized APIs and AI-driven automation to cut integration effort 90%+, reduce delivery time 75%, and improve customer time-to-value 10x.
- Repositioned platform narrative for CIO buyers and embedded executive engagement into GTM, improving deal close velocity 40% and accelerating implementation delivery timelines 3x.
- Modernized Box Platform architecture and introduced telemetry-driven adoption analytics, scaling platform ARR from \$5M to \$40M+ while growing the developer ecosystem 7x.
- Improved PayPal developer experience and platform trust, scaling from 700K to 1.4M+ developers while reducing negative sentiment from 10% to 0.4%.

## WORK EXPERIENCE

**TraceLink** – Killingworth, CT

May 2021 – Jan 2026

### **Vice President & General Manager of Platform**

Platform GM and product owner for TraceLink's OPUS Platform with full P&L accountability, leading Product Management, Platform Engineering, Partner Programs, and Developer Experience across a 40-person organization.

### **Platform Strategy, Product Management, and Revenue Growth**

- Built and scaled the OPUS platform from incubation into a multi-million-dollar platform business by transitioning customers from bespoke integrations to standardized platform services.
- Led a company-wide shift to a platform-first operating model, replacing bespoke delivery with scalable platform products and enabling repeatable enterprise adoption.
- Defined and executed a multi-year platform product roadmap across APIs, integration frameworks, developer tooling, and AI-driven automation.
- Improved customer time-to-value 10x by replacing custom delivery with self-service platform capabilities.

### **Partner Ecosystem, Sales, and Go-To-Market**

- Built TraceLink's first scaled partner ecosystem and co-sell motion, driving 50% of implementations and sales through partners, increasing average deal size 3x, and reducing deal cycles 30%.
- Established a scalable partner integration model that reduced integration backlog 40% without increasing headcount.

- Enabled partners to independently deliver integrations and prototypes, accelerating enterprise expansion opportunities and improving delivery scalability.

#### **Enterprise Executive Engagement (CIO/IT)**

- Repositioned OPUS as a strategic CIO platform and embedded executive engagement into the enterprise sales funnel, improving deal close velocity 40% and accelerating delivery timelines 3x.
- Developed executive narratives, technical demos, and solution positioning that increased enterprise sponsorship and deal momentum.

#### **AI Automation, Operations, and Compliance Enablement**

- Introduced AI-driven integration automation and standardized APIs, reducing integration effort 90%+, cutting delivery time 75%, and improving time-to-value 10x.
- Automated validation and audit-readiness workflows for regulated environments, reducing manual operational effort ~65% while enabling continuous releases.

#### **Developer Experience and Platform Adoption**

- Built a secure, self-service developer sandbox that expanded integration capacity and enabled partner-led innovation.
- Used rapid prototyping and live technical demos to validate strategy, shorten decision cycles, and reduce wasted engineering investment.

**Box** – Austin, TX

Jul 2017 – May 2021

#### **Senior Director of Developer Relations & Platform Product**

Executive product leader for Box Platform’s global developer and platform ecosystem spanning APIs, developer tooling, and enterprise integrations.

- Modernized Box Platform architecture and introduced telemetry-driven product analytics, scaling platform ARR from \$5M to \$40M+ while growing the developer ecosystem 7x.
- Implemented automated documentation localization using Mojito integrated into the docs build pipeline, reducing translation time from quarters to minutes and lowering localization costs 95%.
- Reduced developer time-to-first-API-call 45% through onboarding automation and tooling modernization.
- Drove a 3x increase in qualified enterprise platform pipeline through GTM alignment with Product Marketing and Sales Engineering.
- Owned analyst relations across Gartner, Forrester, IDC, and Aragon, influencing platform market positioning and enterprise credibility.
- Institutionalized API lifecycle governance and change management, achieving a 100% reduction in change-related incidents.
- Reduced enterprise churn 15% through proactive architectural engagement programs.

**PayPal** – San Jose, CA

Aug 2011 – Jul 2017

#### **Global Head of Startup & Developer Relations**

Global product and ecosystem leader for developer and startup initiatives across PayPal and Braintree platforms.

- Improved developer experience and platform trust, scaling from 700K to 1.4M+ developers while reducing negative sentiment from 10% to 0.4%.
- Engaged 200,000+ developers annually through global events, accelerators, and community programs.
- Generated 776M+ earned media impressions with zero paid spend through technical thought leadership and community storytelling.

**Yahoo!** - Sunnyvale, CA

Jul 2008 – Aug 2011

#### **Principal Software Engineer / Technology Evangelist**

Led platform evangelism and developer enablement for consumer-scale web technologies.

**Senior Software Engineer**

Built and scaled consumer-facing media and content platforms.

**EDUCATION**

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

**SKILLS**

Platform Product Management • Platform GM & P&L Ownership • Enterprise SaaS & Platform Architecture • Developer Platforms & Developer Experience (DevEx) • API Strategy & Integration Ecosystems • AI-Driven Automation & Intelligent Workflows • Platform Modernization • Go-To-Market & Partner Ecosystems • Executive Stakeholder & CIO Engagement • Product Analytics, OKRs & KPIs

**PUBLICATIONS, AWARDS, and 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