ORI LIOR

Senior / Principal Product Manager | B2B SaaS | AI and Data Products

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SUMMARY

Senior product manager and hands-on AI builder with 10+ years in product management and 20+ years in enterprise software. At Cellebrite, leads AI-first investigation products, including a platform rebuilt from scratch to MVP in three months. At Deutsche Telekom, took a SaaS platform from concept to 300K+ routers across eight operators. Leads discovery, strategy, roadmap, go-to-market and adoption with UX, engineering and executives across global teams.

SKILLS

- **Product leadership:** product discovery, strategy, roadmap, prioritization, 0-to-1, MVP definition, OKRs, PRDs, executive and stakeholder alignment, PM mentoring
- **Customer and business:** value proposition, go-to-market (GTM), pricing, business cases, OEM partnerships, customer validation, adoption, A/B testing, product analytics
- **AI:** LLMs, generative and agentic AI, semantic search, AI prototyping, trustworthy and auditable AI
- **Tools:** Mixpanel, Pendo, Jira, Aha!, Confluence, GitHub, Claude, Figma, Figma Make

EXPERIENCE

Senior Technical Product Manager | Cellebrite | Apr 2025 – Present

AI-first cloud SaaS for digital investigations.

- Product lead for the investigator experience of a new AI-first platform that replaced two products on two public clouds; rebuilt from scratch with AI tools and reached MVP in three months.
- Shaped the agentic AI chat, navigation and evidence review, cutting time-to-evidence from hours to minutes; the new platform targets feature delivery in days instead of weeks.
- Owned AI evidence discovery: shipped one search across keyword, OCR and semantic engines for chats, images and video, with success metrics and latency targets set before the build.
- Built the business case for rolling semantic search out to every user, modelling cost and performance at scale.
- Built about 10 AI prototypes with Claude and Figma Make and validated 4-5 with customers and subject-matter experts to set product direction.
- Align UX and 4-5 engineering teams in Israel and the US; made trust a product requirement, with AI output labelled and every result traceable to the original evidence.

Senior Product Manager and Product Owner | Deutsche Telekom | 2019 – Apr 2025

- Led a multi-tenant enterprise SaaS platform from concept to 300K+ managed routers across eight telecom operators in Deutsche Telekom's group, in three years.
- Defined customer needs, value proposition, MVP and roadmap; grew the portfolio to experiences serving 1M+ customers in nine countries.
- Launched analytics capabilities that cut call-center costs by 20%, while meeting enterprise security and GDPR requirements.
- Mentored a product manager and aligned an R&D organization of about 30 engineers with customers and executives.

Senior Product Manager | Cisco Systems and Synamedia | 2018 – 2019

- Took a B2B video-distribution product from demo to general availability in under one year and built a pipeline of 5 customer proofs of concept.
- Defined market opportunity, GTM, pricing and ROI; led OEM partnerships and global customer engagements.

Product Manager | Cisco Systems | 2016 – 2018

- Owned strategy, roadmap and GTM for a B2B SaaS product used by service providers to diagnose and manage customer devices.
- Translated customer discovery, sales feedback and escalations into priorities that strengthened satisfaction and NPS.

Product Owner and Technical Leader | Cisco Systems | 2011 – 2016

- Led three Scrum teams, turning customer needs into requirements, priorities and roadmap delivery for a scalable device-management platform.
- Partnered with customers and sales on integrations and high-value opportunities, delivering analytics that reduced service effort.

EARLIER EXPERIENCE: ENGINEERING LEADERSHIP

- Engineering Manager, Jungo (acquired by Cisco), 2011: built and led the R&D group that developed a device-management product from the ground up.
- Engineering Manager, Comverse, 2008 – 2011: managed a distributed R&D team in Israel and India and led a remote-management product through customer adoption.
- System engineering and software engineering leadership roles at Comverse, TTI Telecom, IDF MAMRAM, Ness Technologies and Axerra Networks.

SELECTED WORK

- AI-first investigation platform, Cellebrite: two products rebuilt as one platform with an agentic AI chat, MVP in three months. Case study
- AI search for digital evidence, Cellebrite: one trusted search across text, images and video. Case study
- Job Search Copilot: specified, designed and built a working demo of an agentic job-search assistant. Live demo

EDUCATION AND CERTIFICATIONS

- Advanced Product Management Diploma, ProductExperts, 2024
- Certified Product Owner, Agile Development, Agile Planet, 2015
- Coursework toward BA in Communication, minor in Economics, Tel Aviv University
- Software Engineering Diploma, IDF School of Computer Science

MILITARY SERVICE

Software Engineer, IDF Communication Troops, 1992 – 1998

LANGUAGES

Hebrew (native), English (fluent)