ORI LIOR

Senior / Principal Technical Product Manager | Agentic AI | Data and Cloud Platforms

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SUMMARY

Senior technical product manager and hands-on AI builder with 10+ years in product management and 20+ years in enterprise software, starting as a software engineer and engineering manager. Turns customer problems into AI-first SaaS capabilities, from prototype to production: agentic chat, semantic search and cloud platforms at scale. Works side by side with engineering on architecture, performance, security and delivery across Israel and the US.

SKILLS

- **AI and data:** LLMs, generative and agentic AI, semantic and multimodal search, OCR, AI prototyping, AI traceability and audit, product analytics, A/B testing
- **Platform and engineering:** cloud architecture, AWS, Kubernetes, microservices, APIs, CI/CD, data pipelines, observability, application security, GDPR
- **Product:** discovery, requirements and PRDs, OKRs, customer validation, 0-to-1, roadmap, Agile and Scrum
- **Tools:** Claude, Figma Make, Figma, GitHub, Jira, Confluence, Aha!, Mixpanel, Pendo

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.
- Defined requirements for the new foundation: modern cloud architecture, CI/CD, automation, verification and monitoring, with security and privacy from the first commit, targeting feature delivery in days instead of weeks.
- Designed the agentic AI chat, where an agent reasons over case evidence and proposes findings with visible reasoning, plus navigation and evidence review that cut time-to-evidence from hours to minutes.
- Owned AI evidence discovery: one ranked search across keyword, OCR and semantic image and video engines, with a sub-1.5 s latency budget and success metrics set before the build.
- Built about 10 AI prototypes with Claude and Figma Make and validated 4-5 with customers and subject-matter experts.
- Designed for court-grade trust: AI output labelled as AI, every result traceable to its original frame, queries and model versions logged for audit.
- Partner with UX and 4-5 engineering teams in Israel and the US.

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

- Led a multi-tenant SaaS platform from concept to 300K+ managed routers across eight telecom operators in Deutsche Telekom's group, in three years.
- Built cloud data capabilities that cut call-center costs by 20%; led APIs, architecture, security and GDPR readiness.
- Defined customer needs, value proposition, MVP and roadmap; mentored a product manager and worked with an R&D organization of about 30 engineers.

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 messaging; led OEM partnerships and global customer engagements.

Product Manager | Cisco Systems | 2016 – 2018

- Owned strategy and GTM for a B2B SaaS device-management product; translated customer feedback and escalations into priorities.

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

- Led three Scrum teams building a scalable device-management platform and its transition to cloud microservices.
- Defined scalability, availability and performance requirements; delivered analytics and data integrations.

EARLIER 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 and led a remote-management product through market launch.
- System Engineering Team Leader, Comverse and TTI Telecom, 2003 – 2008.
- Software Engineer and Team Leader, IDF MAMRAM, Ness Technologies and Axerra Networks, 1993 – 2003.

SELECTED WORK

- AI-first investigation platform, Cellebrite: two products on two clouds rebuilt as one platform with AI tools, MVP in three months. Case study
- AI search for digital evidence, Cellebrite: keyword, OCR and semantic search in one traceable ranked list. Case study
- Job Search Copilot: specified, designed and built a working Next.js 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)