

# Ava Ortega

## Senior Director of Product – Enterprise AI & APIs

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## Summary

Results-driven Product Management leader with 14 years of experience building AI-powered enterprise products at the intersection of search, automation, and large-scale data platforms. Proven track record of driving innovation in agile, high-growth environments, from concept to market-leading solutions. Expertise in defining product vision, scaling APIs, and aligning product, engineering, and business teams to deliver measurable value for enterprise clients. Passionate about redefining knowledge discovery through AI, with deep experience in conversational interfaces, enterprise integrations, and search infrastructure. Thrives in lean teams where ownership, strategic insight, and technical fluency are paramount.

## Experience

### Inflectra Inc.

Senior Director of Product – Enterprise AI & APIs | 01 Jan 2021 – Present

Promoted from Group Product Manager, 2019 → 2021

- Lead product strategy for Inflectra's enterprise API suite, serving 300+ B2B clients across fintech, healthcare, and SaaS verticals; grew annual contract value (ACV) by 280% in two years.
- Spearheaded the development of a conversational AI search API that reduced customer support tickets by 40% for enterprise clients; now used by 5 Fortune 500 companies.
- Partnered with sales and branding teams to define value propositions, creating scalable demo environments and embedding usage analytics to support pipeline growth (contributing to 30% increase in conversion rate).
- Managed a cross-functional team of 5 product managers, 2 UX researchers, and 15 engineers; mentored 3 PMs into leadership roles.
- Directed integration of model evaluation frameworks to assess LLM accuracy and hallucination rates, improving trust metrics by 55% in enterprise deployments.
- Championed a shift from monolithic search backend to microservices-based API architecture, reducing latency by 60% and enabling faster client customization.

### Inflectra Inc.

Group Product Manager – AI Search & Automation | 01 Mar 2019 – 01 Dec 2020

- Owned roadmap for AI-driven search automation tools, including workflow bots and document intelligence engines.
- Built and shipped Inflectra's first enterprise-ready answer engine, enabling clients to automate knowledge retrieval from private data repositories.
- Collaborated with design and AI research teams to prototype a real-time collaboration search interface, later adopted as core product for enterprise accounts.
- Spearheaded API developer experience (DX) overhaul, increasing third-party adoption by 170% and reducing onboarding time by 50%.
- Partnered with legal and compliance teams to design data governance models for GDPR and HIPAA-compliant deployments.

### Aether Data Systems

Product Manager – Enterprise Platforms | 01 Jun 2016 – 01 Feb 2019

- Led development of data unification APIs for enterprise clients, enabling access to distributed internal knowledge sources.
- Conducted discovery workshops with CTOs and IT leaders at 50+ client companies to identify integration pain points and inform roadmap.
- Designed API tiering model (Starter, Pro, Enterprise) that drove a 22% increase in upsell rates.
- Worked closely with sales engineering to develop client-specific deployment playbooks, shortening time to first value by 35%.

- Collaborated with UX team to design dashboard for API usage analytics, adopted by 90% of enterprise customers.

## DataNest

Senior Software Engineer → Product Specialist | 01 Jul 2012 – 01 May 2016

Lateral shift from engineering to product, reflecting growing interest in user-centric design and market strategy

- Began as backend engineer building ETL pipelines; transitioned to hybrid role supporting product and client solutions after company pivot to SaaS.
- Identified gap in search usability for non-technical users; proposed and led development of natural language query interface, increasing client retention by 30%.
- Acted as technical liaison between engineering and customer success, translating client needs into product requirements.
- Authored internal AI training modules used by support and sales teams to explain system behavior.

## Education & Training

### M.S., Computer Science – Artificial Intelligence Track

Stanford University

– 01 Dec 2011

### B.S., Computer Engineering

University of Texas at Austin

– 01 May 2009

## Skills

Product & Strategy, Technical & AI, Leadership & Collaboration, Tools & Platforms

## Languages

### Spanish | – Present

Fluent (professional proficiency)

### French | – Present

Conversational

## Certifications & Credentials

### Certified Scrum Product Owner (CSPO) | 2017

Scrum Alliance

### AWS Certified Machine Learning – Specialty | 2020

### Google Cloud Professional Data Engineer | 2019

## Awards

### Best Enterprise AI Innovation | 2022

AI Business Review

Awarded for designing automation product line generating \$18M in first-year revenue

## Projects

### Enterprise Conversational Answer Engine | – Present

Delivered first enterprise conversational answer engine at Inflectra, adopted by 120+ organizations within 18 months; now responsible for 35% of annual enterprise revenue.

### API Architecture Overhaul | – Present

Led API architecture overhaul that improved response times by 60% and reduced client integration costs by 50%.

### Automation Product Line | – Present

Designed automation product line generating \$18M in first-year revenue and recognized with “Best Enterprise AI Innovation” by AI Business Review (2022).

### **Client Deployment Playbooks | – Present**

Reduced enterprise onboarding time by 35% through development of client deployment playbooks and sandbox environments.

### **LLM Trust Metrics Improvement | – Present**

Improved LLM trust metrics by 55% via implementation of eval frameworks measuring accuracy, bias, and hallucination rates.

### **NLP Search Interface at DataNest | – Present**

Pioneered NLP search interface at DataNest, which increased user retention by 30% and was core to acquisition by Aether Data Systems.

### **Interests**

**Computational linguistics | – Present**

**human-AI collaboration | – Present**

**climbing | – Present**

**hiking | – Present**

**indie game design | – Present**

### **References**

Available upon request