

Summary

Ronit Bohrer Hillel is a seasoned product-engineering leader with a track record of delivering innovations and growing concepts to enterprise-level scale products. Over the last +20 years of her career, Ronit led SaaS, AI, no-code, Telecom and Big Data initiatives as part of enterprise, mid-size, and startups companies. Ronit brings a strong understanding of how to connect a business vision to successful product delivery. She is an advocate for accelerating Women in Engineering and an active Career Coach.

Specialties: Leadership, Software Development Management, SLDC, PPM, no-code, Bot, Chatbots, NLU, conversational commerce, AI, Cloud, Big data, Storage, Creative, Mobile, Telecom, Web, Internet, R&D, IoT, Business Development, Engineering, Strategic business development, Diversity, Women in Engineering, OOD, Product Management, Project Management, Offshore, Outsource, Startup, Consulting.

Experience

AdsGency AI (Techstars '23)

Fractional CTO

November 2023 - Present (6 months)

United States

AdsGency AI is an innovative startup at the forefront of revolutionizing the advertising industry. Creating AI-driven solutions enhancing every aspect of the advertising strategy and making it easier for marketers to reach their audience, convey their message, and achieve their marketing goals.

RDH Building Science

Board Member

August 2023 - Present (9 months)

Serve as a Director on the Board of RDH Building Science Inc, a leading building science professional services firm.

Ronit Bohrer Hillel Consulting
Career Coach and Consultant
May 2007 - Present (17 years)

A career coach and a consultant for Product Engineering leaders.

Smartsheet

3 years 10 months

VP of Software Engineering
April 2021 - March 2023 (2 years)
Greater Seattle Area

Led a +100 engineering organization, set direction and execution for multiple product areas both existing and new such as Analytics , Portfolio Management, No Code apps, Mobile and Search.

Supported Smartsheet's growth and helped lead engineering growth of x3 times. Contributed and took part in leading strategic direction through the company level OKRs, helped deliver a digital transformation to the public cloud and set organizational architecture to support DevOps.

Established the Women@ affinities creating the largest ERG at Smartsheet, with 100s of members, and took part in Smartsheet's DEI committee set to generate progress across the organization. Speaker in various well known women in Tech conferences such as Grace Hopper Celebration, Women in Cloud and WIT Regatta and Power-to-fly.

Sr. Director of Engineering.
June 2019 - April 2021 (1 year 11 months)
Greater Seattle Area

Led and grow and Engineering group from 30 to 80 focused on both existing and new products. Building products able to serve large amount of traffic and support customers 24x7.

Led innovative product initiatives such as the no-code offering for creating Solution management apps. Growing the product from concept to launch, with more than 100K apps created within the first 2 years.

Amazon

Sr. Software Development Manager
October 2014 - May 2019 (4 years 8 months)
Seattle, Washington

Led AI initiatives as part of Alexa, Retail and Amazon Personalization. Managed teams creating products based on Machine Learning(ML) and Natural Language Understanding (NLU).

Took part in launching Alexa Shopping in 2015 by creating the offer selection engine. Built and launched "Amazon's Choice" on the Amazon Retail site and through Alexa contributing to millions of dollars in revenues. And led Alexa Skills Conversational platform, allowing customers to create Alexa voice apps using spoken Language Understanding (SLU) and Dialog definitions.

Organized international recruiting trips for both software developers and applied scientists to solve some of the hiring challenges.

Established and drove organization level DEI goals, mechanisms and strategic initiatives for Amazon Personalization increasing Women representation in all levels within 9 months. Mentored and supported women in engineering across Amazon.

TheHive Ashdod by Gvahim

Startup Mentor

2014 - 2014 (less than a year)

Israel

Startup Mentor in TheHive accelerator program.

RumbleTalk

COO and Partner

May 2013 - October 2013 (6 months)

RumbleTalk was an innovative social conversation platform allowing on-line publisher to connect to their community everywhere , easily.

www.RumbleTalk.com

At Rumbletalk I led Operation and Business Development. Setting product directions, find investors, strategic partners and customers and set the Business model.

Conduit

Director of Engineering

October 2010 - April 2013 (2 years 7 months)

Ness ziona , Israel

Led Conduit web monetization platform, contributing to millions of dollars in revenues, driving a notable portion of search traffic for the large Internet search engines. Built and led a group composed of products, engineering, QA, and UX design owning the cross browser toolbar platform.

Establish the organization's outsourced engineering operation. And took part in Business Development activities for mobile monetization (Performed market and trend analysis, analyzing competitive landscape, identify potential partners and acquisition).

TTI Telecom

Director of Engineering

November 2003 - February 2010 (6 years 4 months)

Tel Aviv District, Israel

Director of Engineering, driving product development for high scale Network Performance and Fault products for Operational Support Systems (OSS) serving multi-vendor and multi-domain large international telecom networks. Responsible of generating most of the company's revenues.

In addition, Led the company level product delivery and QA groups and serve as the Performance Solution Architect. Help establish the offshore engineering site in Eastern Europe. Took part in vendor selection, recruited 10s of engineers and set work processes across product and engineering. And took part in customers' on-site support as well as pre-sale activities and help establish strong customer relations.

Amdocs

Software Development Manager

February 2002 - November 2003 (1 year 10 months)

Led engineering teams developing Amdoc's next generation Rating solutions for Telecom Business Support Systems. Help assimilate USA Number portability regulation into the billing solution.

Dealigence

Software Development Manager

January 2001 - December 2001 (1 year)

Dealigence was a startup creating a B2B arena for automatic negotiation.

Led engineering teams building a B2B E-Commerce Automatic Negotiation arena. Forced on Web and backend based technologies (J2EE, JS, HTML

& CSS). Supported customers, created product manuals and managed and guided version releases methodology.

Elbit Systems

Software Developer and Manager

October 1998 - December 2000 (2 years 3 months)

Led a team developing avionic display applications for military aircraft.

Collaborating with hardware engineering teams to deliver end to end products. Built the next generation avionic Maps simulator used by the larger engineering group.

Education

Technion-Machon Technologi Le' Israel

MBA, Hi-Tech · (2000 - 2001)

Technion-Machon Technologi Le' Israel

BA, Computer Science · (1996 - 1999)

Coaching Academy

Coaching, life coach · (2007)