

DAN LEIVA

AI GOVERNANCE, CUSTOMER EXPERIENCE & OPERATING MODEL ADVISOR

Founder, CXAmplify

Former VP/Director at Apple, eBay, Intuit, and Travelers | Best-Selling Author | Keynote Speaker



Dan Leiva spent 25 years leading large-scale product, engineering, and operations organizations at Apple, Intuit, eBay, and Travelers. He built and ran the systems that served tens of millions of customers. He led teams of over 1,000 across product management, engineering, data science, and technology operations. His work drove a 220%+ increase in customer satisfaction at eBay while reducing contact center staffing needs by 70%, generating over \$150M in annual savings.

Dan is the author of *AMPLIFIED: The Operator's Playbook for Scaling Human Potential in an AI World*, an Amazon #1 bestseller in Automation Engineering and Pattern Recognition. The book lays out a practical framework for leaders deploying AI without losing the trust, accountability, and human judgment that make organizations resilient. His core argument: AI deployment is an organizational design problem, not a technology problem. Through CXAmplify, he advises executives on AI governance, operating model design, and the decision structures that determine whether automation strengthens or hollows out the organizations that adopt it.

Dan currently also serves as Executive Advisor to the CEO at Veterans United. He speaks at leadership conferences, executive forums and podcasts on AI governance, accountability, and the future of customer experience. His work is grounded in a single operating principle: technology scales operations, but people scale the possibility.

EDUCATION: MBA, University of Arizona – Eller College and BS, Information Technology, University of Phoenix

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If you are rethinking how your organization operates in an AI-driven world, let's talk. Visit: <https://cxamplify.com/>

PRIOR CAREER HISTORY:

eBay

VP, Customer Service & Marketing Tech | 2018-2026
Sr. Director, Customer Service Tech | 2017-2018

Apple

Head of Tech Platforms & Innovation Mgmt. – Global Retail
Contact Center | 2013-2017
Sr. Mgr., Project Mgmt., Worldwide Service | 2011-2013

Travelers Insurance

Sr. Director, Voice of the Customer | 2010-2011

Notable Earlier Experience:

Intuit, Inc.

Director, Assisted Customer Support – TurboTax/Quicken

United States Marine Corps

Small Computer Systems Specialist

IMPACT SNAPSHOT:

AI & Automation Efforts

Increased self-service 25+ points, boosted CSAT 220%, and cut CSR staffing 70% for \$150M annual savings at eBay.

Hardware & CX Innovation

Built a patented remote Apple Watch setup solution with 94% CSAT and 70% fewer returns in 25 countries for Apple. Solution now supports all Apple products.

CX Optimization

Cut misdirected tech queries by 35 points and boosted sales conversions 10+ points in 3 months for Apple.

Scalability and Contact Reduction

Reduced contacts by 45%, improved FCR by 7 points, and lifted NPS by 19 points for Intuit.

Areas of Specialty:

Customer Experience Strategy
Operating Model Design
AI-Enabled CX Transformation
Product Innovation & Development
Customer Service Strategy
Keynote Speaking & Workshops
Strategic Planning & Execution
AI Governance & Integration
Decision Authority Design