

## Contact

[www.linkedin.com/in/chris-ybarra](https://www.linkedin.com/in/chris-ybarra)  
(LinkedIn)  
[www.aivana.com/](https://www.aivana.com/) (Company)

## Top Skills

AI Visionary & Enthusiast  
AI & Digital Transformation  
Enterprise Strategy & Business Transformation

## Languages

English (Native or Bilingual)  
Spanish

## Certifications

Artificial Intelligence: Business Strategies and Applications

## Honors-Awards

2023 Top 30 Rising Latinos

# Chris Ybarra

Founder & CEO, Aivana | AI Visionary | Building the Next Era of AI-Powered Innovation  
Columbus, Ohio, United States

## Summary

On a mission to connect everyday individuals with AI that can improve their lives. Meet Aivana—an AI-focused venture dedicated to connecting humans with AI that works for them. Be sure to follow along at [Aivana.com](https://Aivana.com)!

## Experience

Aivana, Inc.

Founder & CEO

February 2025 - Present (8 months)

Building something new in the AI space! Follow along at [Aivana.com](https://Aivana.com).

JPMorgan Chase & Co.

11 years 1 month

Executive Director, Product & Experience

February 2020 - August 2024 (4 years 7 months)

Ohio, United States

AI & Digital Transformation | Customer Experience Innovation | Enterprise Servicing

Led a 130-person global team to drive AI-powered digital transformation, self-service optimization, and enterprise servicing innovation.

Key Achievements:

- ✓ AI Transformation & Self-Service Expansion – Developed AI-driven customer self-service solutions, increasing chatbot utilization by 30x and reducing help desk ticket volume by 60%.
- ✓ Enterprise-Wide Digital Strategy – Led a 10x expansion in service coverage, designing omnichannel engagement strategies spanning mobile, chat, and virtual assistant.

- ✓ Cost & Operational Efficiencies – Reduced support costs by 25% while achieving an estimated 3x service agent productivity via multiple workflow automations.
- ✓ Mobile & Product Experience Innovation – Led enhancements that increased enterprise user adoption by 30%, modernizing mobile engagement strategies.
- ✓ Cross-Functional Leadership – Championed AI-powered enterprise servicing, collaborating with Product, Data, AI, Engineering, and CX teams to scale digital transformation efforts.
- ✓ Stakeholder Influence & Executive Communication – Presented high-impact AI and CX innovation strategies to senior executives, securing funding and adoption for AI-driven solutions.
- ✓ Customer & Employee Experience Innovation – Designed and implemented 50+ new customer listening posts, improving service quality, engagement, and decision-making insights.

**Vice President - Process Improvement & Customer Strategy Manager**

April 2018 - February 2020 (1 year 11 months)

Ohio, United States

Enterprise Servicing & Operational Transformation | AI-Driven Customer Support

Key Achievements:

- ✓ Drove strategy and execution of a major servicing transformation resulting in consolidation of more than a dozen distinct teams into a unified, high-performance, AI-integrated customer support model.

**Vice President - Category Sourcing Lead**

January 2015 - April 2018 (3 years 4 months)

Ohio, United States

Strategic Procurement & Risk Management | Digital Vendor Governance

Managed over half a billion dollars in strategic sourcing activities across Home Lending, Payments & Fulfillment, Market Research, and Digital Technology businesses. Responsible for developing category strategy, supplier rationalization, development planning, benchmarking and reporting, and go-to-market, negotiation, and award strategies

Key Achievements:

- ✓ Cost Savings & Efficiency Gains – Spearheaded \$100MM in procurement savings while also contributing to multiple vendor management process improvement initiatives.

✓ Regulatory & Risk Compliance Leadership – Led GDPR compliance in partnership with Legal and Privacy teams, spanning 700+ supplier partners and ensuring adherence across billions of data elements.

**Assistant Vice President - Sourcing Manager**  
August 2013 - December 2014 (1 year 5 months)  
Columbus, Ohio

**The Goodyear Tire & Rubber Company**  
Corporate Buyer  
December 2009 - August 2013 (3 years 9 months)  
Findlay, Ohio

**SAIC**  
Project Control Analyst  
December 2008 - August 2009 (9 months)

**SAIC**  
Associate Subcontracts Administrator  
January 2007 - May 2008 (1 year 5 months)

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## Education

**University of California, Berkeley, Haas School of Business**  
AI Strategy and Business Applications · (August 2024 - November 2024)

**Bowling Green State University**  
Executive MBA · (August 2022 - April 2024)

**Bowling Green State University**  
Bachelor of Science in Business Administration, Supply Chain  
Management · (2004 - 2008)