

Jeff Leva

Founder & CEO, AI Identity · Boulder, Colorado

For twelve years, Jeff has been the person organizations put on problems where ambiguity is expensive: executive escalations at Sprint, an operational turnaround at Google, a site-reliability seat on a cloud banking platform supporting more than \$50 billion in client assets. Different companies, same assignment — take a complex system nobody fully understands, make it legible, and be accountable for what happens next.

In 2026 he founded AI Identity to take on the newest version of that problem: AI agents doing real work in production with shared credentials, no identity of their own, and no way to prove who did what when something goes wrong.

THE SHORT VERSION

- Founder & CEO of AI Identity — verifiable identity, enforceable policy, and tamper-evident audit evidence for AI agents. A working production platform, built and operated solo.
- 12+ years operating production systems: cloud banking SRE (\$50B+ in client assets, 99.9% uptime), program lead at Google, executive escalations at Sprint.
- Contributor to OCSF, the open cybersecurity schema backed by AWS, Splunk, and IBM — his agent-attestation work shipped in the OCSF 1.9.0 release.
- Doors opened by contribution, not cold outreach — engineers at IBM, PayPal, and Cisco have connected after OCSF and CoSAI standards calls.

What he's known for

- Turning vague, high-stakes operational problems into systems people can see and act on.
- Building working proof — a running platform, a live demo — before making claims.
- Showing up where standards are made (OCSF, CoSAI) and contributing substance.

What to expect working with him

- Receipts over hype: claims arrive with evidence, and “verified” stays separate from “assumed.”
- Steady follow-through and high-context collaboration.
- Directness about what's working, what isn't, and what he'd do next.

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One Story, Told Five Times

On paper it reads as telecom, consulting infrastructure, big tech, banking, then a startup. Underneath, it has been the same job every time: be accountable for a complex production system when the stakes are high and nobody can see the bottom of it.

Sprint — Technical Analyst, Executive Escalations

2014 – 2018

Owned executive-level escalations reporting to a senior vice president: root-cause analysis across enterprise wireless, software, and network issues that had already defeated the normal support path.

British Telecom — Technical Lead

2018 – 2019

Technical lead for Ernst & Young's global video-conferencing infrastructure. Delivered 100% uptime across H.323/SIP estates for the engagement.

Google — Program Lead, Executive Escalations

2019 – 2021

Led a cross-functional operational turnaround: a D– Better Business Bureau rating raised to A– and held for 40+ consecutive weeks, alongside a 6.6x reduction in process latency.

Cloud banking — Senior Site Reliability Engineer

2022 – Present

Operational reliability for a cloud banking platform supporting \$50B+ in client assets at 99.9% uptime. SLO governance, a 30% reduction in toil through Python automation, and a 20% year-over-year drop in recurring critical incidents.

AI Identity — Founder & CEO

2026 – Present

The fifth chapter, this time as owner. AI Identity is the platform Jeff kept wishing existed every time he found an AI agent acting on shared credentials with no audit trail.

The through-line is trust under pressure. Every role was a version of the same promise: when this system fails, someone will be able to see why, fix it, and prove what happened. AI Identity turns that promise into a product.

Show the Receipts

AI Identity gives AI agents what organizations already expect for people: verifiable identity, enforceable policy, and evidence that stands up afterward — cryptographically signed, tamper-evident audit records that can be verified independently, even offline. Rather than launch with claims, Jeff has built the credibility in public:

- Contributions shipped in OCSF 1.9.0 — agent attestation is now part of the open cybersecurity standard used across the industry, with follow-on proposals already queued for the next release.
- Working with engineers at IBM on OCSF-based audit logging for open-source AI gateway tooling.
- Active contributor in CoSAI (the Coalition for Secure AI, under OASIS) on agentic identity and trust workstreams.
- Listed in LangChain's official documentation as an integration for agent identity and audit.

How he works

1. Make the problem legible

Before optimizing anything, build the map — dashboards, evidence trails, and decision records that show what is actually happening.

3. Learn in public rooms

Go where the standard or the category is being shaped, and contribute substance with humility.

2. Build the proof

A working system creates a better conversation than a pitch deck. Claims ship with a demo.

4. Convert insight into structure

Good ideas become decisions, checkpoints, and reusable tools, so momentum compounds.

As a person

“One step at a time, even scared.”

Jeff's path wasn't built on credential-chasing or startup theater — twice, he chose against the standard playbook. Early on, when every piece of startup advice pushed automated cold outreach, he ran that motion long enough to know it wasn't him, shut down his AI sales-and-marketing agents, and went old school: build deeply, learn publicly, and contribute to the broader AI movement. Later, he turned down a seat in Columbia Business School's CEO program, betting that the work itself — not the credential — would open the right doors.

It was the slower, harder path, and it has proven one of his most consequential decisions: the doors opened anyway, and the connections that matter most today all began with a standards call, not a pitch. Jeff builds from Boulder, Colorado.

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