



Aviva Lebson, PMP

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Summary

I'm a results-driven **business leader** and **executive** with 15+ years of hands-on experience **leading business operations, program management, and client delivery** across federal **digital and technology initiatives**.

Over the last decade at Booz Allen Hamilton, I **developed strategic partnerships, managed high-profile engagements, brought operational rigor and a client-focused mindset to complex projects and led digital communications initiatives**.

I'm also an **exceptional storyteller and strategic communicator**, crafting **compelling web content and persuasive proposals** while **leveraging emerging technologies** to streamline workflows, enhance performance, and deliver measurable outcomes.

Experience

Lebsontech LLC

December 2025 - Present | *Principal*

I provide clients with flexible, end-to-end consulting support, personally executing strategic and technical work when appropriate and supplying/leading expert partner teams when broader capabilities are needed.

- Fractional leadership, account management, project delivery expertise and strategic guidance for digital communications and technology initiatives
- Lead enterprise web programs across the full product lifecycle: strategy, governance, Agile development, AI/Cloud modernization and content governance/strategy
- Deliver hands-on digital communications and technology solutions, including web development, UX/CX research, content strategy, accessibility, Drupal/WordPress CMS, AI and cloud modernization
- Manage capture lifecycle including proposal management, technical writing, and solutioning
- Coach and mentor staff to maximize performance, collaboration, and career growth
- Assemble and manage cross-functional teams to ensure successful delivery of complex program

Booz Allen Hamilton

2015 – November 2025 | *Director*

- Led account strategy and direction across multiple Health and Human Services (HHS) markets, achieving record-breaking growth in NIH and HHS HQ. Oversaw business development, capture, operations, delivery, and financial performance, including P&L management, forecasting, and partnership strategy
- Exceptional people leader: led and mentored a 100+ person multidisciplinary team, fostering career growth, engagement, and a culture of communication, inclusion, trust, and high performance
- Successfully captured and delivered large federal BPAs/IDIQs (\$100M+) and task orders (\$45M+), managing strategy, solutioning, teaming, proposals, price-to-win approaches while ensuring compliant submissions, high quality submissions
- Directed a large team delivering a \$75M+ digital communications and advanced technology portfolio across HHS. Shaped strategic direction integrating web development, AI, cloud modernization, multi-channel strategy, UX/CX, content strategy, and design while cultivating client relationships to modernize content delivery and build public trust
- Managed a portfolio of multi-million-dollar programs across NIH and HHS, overseeing planning, execution, performance, risk mitigation, resource allocation, and financial management to ensure mission impact and strategic alignment
- Applied hands-on expertise in content strategy, accessibility, information architecture, content governance, and UX research, leveraging GenAI and LLMs for digital communications. Led multiple CMS migrations (Drupal, WordPress), managing timelines, deliverables, and cross-functional collaboration

Selected Booz Allen projects included:

- Managed **National Institute of Allergy and Infectious Diseases (NIAID)** Digital Strategy and Support contract, overseeing Drupal development, O&M, infrastructure, security, content strategy, UX, governance, and cross-functional teams; implemented quality processes including peer code review and O&M satisfaction surveys
- Directed **National Heart, Lung, and Blood Institute (NHLBI)** public website program, managing a technical team, third-party integrations, and coordination with Public Affairs, NIH IT, and leadership to ensure platform stability and a cohesive user experience
- Oversaw **Assistant Secretary for Planning and Evaluation (ASPE)** digital programs, leading redesign and migration of public website to Drupal, managing Agile teams, and delivering multiple custom applications including Strategic Planning System and Salesforce applications
- Managed **Assistant Secretary for Public Affairs (ASPA)** digital properties, leading DevOps, development, testing, content strategy, and O&M; established continuous innovation agile team, HHS-wide Service Desk, and Customer Experience (CX) team to drive data-informed decisions
- Directed **National Institute of Neurological Disorders and Stroke (NINDS)** web portfolio, overseeing development, AWS infrastructure, content strategy, governance, testing, and UX research for 14 websites; led CMS migrations to Drupal and created web governance council for 21st Century IDEA compliance
- Led **Administration for Children and Families (ACF)** digital programs, managing Drupal migration, redesign, and Agile-driven development, configuration, maintenance, and enhancements of public and intranet sites

Lebsontech LLC

2009 - 2015 | *Project Manager*

- Delivered hands-on project management for federal digital programs, overseeing budgets, schedules, scope, and client relationships
- Prepared long and short-range plans, expanded relationships with existing clients and developed new relationships that resulted in winning new work for Lebsontech
- Created and delivered trainings in UX, Drupal and accessibility compliance

Selected Lebsontech projects included:

- Managed the redesign and migration of the **U.S. Courts** public-facing website to Drupal, overseeing project planning, client relationships, requirements gathering, design, information architecture, and stakeholder communications. Led a cross-functional team and developed technical documentation, user guides, and created content contributor training.
- Project manager for multiple **Federal Emergency Management Agency (FEMA)** initiatives including Ready.gov, CitizenCorps.gov, and the flood mitigation program. Directed stakeholder communications, change management, requirements gathering, wireframes, sprint planning, code releases, and testing. Responsible for Ready.gov multi-language content, Section 508 compliance testing, and development/implementation of Drupal training for content creators across FEMA and the Department of Homeland Security (DHS).

Tools & Technologies

- **Emerging Tech & AI:** Generative AI, Large Language Models (LLMs), AI-driven content optimization, workflow automation
- **Content Management Systems (CMS):** Drupal, WordPress
- **Project Management planning:** JIRA, Asana, Microsoft Project, Confluence, Trello
- **UX/CX & Collaboration:** Mural, Google Analytics, Crazy Egg, Hot Jar
- **Enterprise & Productivity:** SaaS platforms, Microsoft Power Apps, Dynamics 365, Office Suite, SharePoint
- **Enterprise Software:** SaaS, Subscriptions

Education & Certifications

- **Master of Arts in Education (M.A.)** – The Davidson School of JTS, New York, NY
- **Bachelor of Arts in American History (B.A.)** – Columbia University, New York, NY
- **Project Management Professional (PMP)** – Project Management Institute
- **Trusted Tester 3.0 (Section 508 Accessibility)** – Department of Homeland Security
- **Artificial Intelligence Specialist Practitioner** - Booz Allen Hamilton