

Application: 4544

Divya Beeram

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Intuit
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Divya Beeram
<b>Category</b> Q11h. Employee of the Year - Information Technology - Software
<b>Employee Nominee Submission Format</b> Written Answers
<b>a. Briefly describe the nominated non-executive person's employer: the organization's history and past performance (up to 200 words). Required</b> <p>Divya Beeram has served as a Data Science Architect and Tech Lead at Intuit for over 12 years, driving innovative projects across Customer Success and Marketing to deliver actionable insights for experts and marketers. She has successfully led teams of data scientists in developing recommender system solutions for QuickBooks and has established a reputation for spearheading new projects, creating foundational models, and growing teams to deliver a broader portfolio of assets for smarter planning in customer success organizations.</p> <p>With expertise in recommender systems, time series modeling, NLP models, and Gen AI-based applications, Divya has designed and built batch and real-time models and data pipelines. She has also architected capability solutions to support QuickBooks recommendation systems and meet Intuit-wide needs for model development. Divya holds 5 patents in machine learning and has been recognized for her expertise in the field.</p> <p>Divya is a pioneer in GenAI methods and has developed innovative solutions that have transformed the way businesses approach marketing and customer retention. She is a sought-after speaker and has presented at various conferences on data science and technical leadership.</p>
<b>b. Outline the nominated non-executive employee's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required</b> <p>Divya Beeram, a renowned data science expert, has made significant contributions to the field of machine learning, driving innovation and business impact at Intuit. With five patents in machine learning (2022, 2024), Divya has demonstrated exceptional expertise in recommender systems, propensity models, and AI-driven routing.</p> <p>As Tech Lead of the marketing AI team, Divya transformed the company's approach to recommender systems, increasing coverage from 40% to 80%, adding five new channels, and expanding into two additional geographies, resulting in a \$12 million revenue impact. She also developed a platform strategy for recommender systems and propensity model development, doubling development velocity (2023).</p> <p>Divya significantly enhanced Intuit's Customer Success operations through AI-driven routing, increasing customer coverage by 13%, case creation rate by 23%, and reducing IVR time by 22%. She also developed a platform for experts to experiment with models, promoting innovation and continuous improvement.</p> <p>Divya drove a phased approach for key technology investments, leading groundbreaking experimentation in QuickBooks onboarding flow and developing Spokesmodel, a pioneering GenAI method for personalized content (2023, 2024). She achieved a 107% improvement in mini job completion rate and a 17% approval rate among Content Marketers.</p> <p>Earlier, Divya built machine learning models for QuickBooks Capital resulting in 100 loans issued in the first month, and developed a deep learning model for Image Quality Assessment reducing bad quality images by 9%.</p> <p>Divya's achievements showcase her dedication to innovation, leadership, and business impact, making her a role model in the data science community.</p>

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other employees or to other workers in your industry and/or to the nominee's past performance (up to 250 words). Required**

Divya's 5 patents in machine learning (2022, 2024) demonstrate her expertise and innovation in the field, surpassing many of her peers. Her improvement of business impact and velocity resulted in a significant \$12 million revenue impact, far exceeding the initial \$2.5 million. This achievement showcases her ability to lead teams and drive innovation, outperforming industry standards.

Divya's implementation of AI-driven routing expanded customer coverage by 13%, increased case creation rate by 23%, and reduced IVR time by 22%, significantly enhancing Customer Success operations. Her development of Spokesmodel, a pioneering GenAI method, achieved an impressive 17% approval rate among Content Marketers, far exceeding the initial benchmark of 5%.

Divya built machine learning models to predict when a business might need loans, successfully launching a financing product that resulted in thousands of loans issued in the first month to QBO customers. She developed a deep learning model that assesses the quality of images, which cut the occurrence of bad quality images by 9% and improve the net revenue run rate by \$10M.

Divya received 80+ spotlight awards at Intuit for her above and beyond significant contributions at work.

Compared to industry peers, Divya's achievements stand out for their scope and impact. Her ability to balance business impact and technical debt has made her a sought-after speaker and expert in the industry. Overall, Divya's achievements demonstrate her exceptional leadership, innovation, and business impact, making her a standout in the field of data science.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

IB Times article - <https://www.ibtimes.co.in/data-science-expert-transforming-customer-success-marketing-recommender-systems-868565>

Google scholar - <https://scholar.google.com/citations?user=w2lvF2cAAAAJ&hl=en>

LinkedIn Profile - <https://www.linkedin.com/in/divyabeeram/>

CV - <https://drive.google.com/file/d/1UZYNgec9o0nlqIEB1j9CS4nv6p1dkksa/view?usp=sharing>

Global big data conference presentation - <https://www.globalbigdataconference.com/santa-clara/global-data-science-conference-80/speaker-details/divya-beeram-41570.html>

Conference speaker - <https://www.globalbigdataconference.com/santa-clara/big-data-bootcamp-77/speaker-details/divya-beeram-41317.html>

Won IDEA Data Hackathon (July 2014), built a tool for suppliers to identify suitable locations to open business.

Received over 80 Spotlight awards at Intuit for different projects

**Webpage Link**

<https://www.ibtimes.co.in/data-science-expert-transforming-customer-success-marketing-recommender-systems-868565> (<https://www.ibtimes.co.in/data-science-expert-transforming-customer-success-marketing-recommender-systems-868565>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://scholar.google.com/citations?user=w2lvF2cAAAAJ&hl=en> (<https://scholar.google.com/citations?user=w2lvF2cAAAAJ&hl=en>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://drive.google.com/drive/folders/1jptTi-RHKS6unM0gmYP79PZkdugdQrgQ> (<https://drive.google.com/drive/folders/1jptTi-RHKS6unM0gmYP79PZkdugdQrgQ>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

<https://www.linkedin.com/in/divyabeeram/> (<https://www.linkedin.com/in/divyabeeram/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 5**

<https://www.globalbigdataconference.com/santa-clara/global-data-science-conference-80/speaker-details/divya-beeram-41570.html>  
(<https://www.globalbigdataconference.com/santa-clara/global-data-science-conference-80/speaker-details/divya-beeram-41570.html>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 6**

<https://www.globalbigdataconference.com/santa-clara/big-data-bootcamp-77/speaker-details/divya-beeram-41317.html> (<https://www.globalbigdataconference.com/santa-clara/big-data-bootcamp-77/speaker-details/divya-beeram-41317.html>)

**Would you like to add an additional webpage link?**

No

**Supporting Document**

Download File (<https://stevies-tech.secure-platform.com/file/66923/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NjkyMywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yUS20220270611A1.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-tech.secure-platform.com/file/66924/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NjkyNCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yX9AmO48IJvK87LyB9GR0RGR-M?US20220198367A1.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

Download File (<https://stevies-tech.secure-platform.com/file/66925/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NjkyNSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yMjM0MjM1MjM2MzQ?US11922310.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 4**

Download File (<https://stevies-tech.secure-platform.com/file/66926/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NjkyNiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yUS20220012643A1.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 5**

Download File (<https://stevies-tech.secure-platform.com/file/66927/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NjkyNywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yIjCTT-V72I5P116.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 6**

No File Uploaded

**Would you like to add an additional supporting document?**

No

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

**Terms and Conditions**

I Agree