

Application: 4734

Revolutionizing Machine Learning and Generative AI in Marketing

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Adobe
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Revolutionizing Machine Learning and Generative AI in Marketing
Category E09. Lifetime Achievement Award - Artificial Intelligence
Lifetime Achievement Submission Format Written Answers
a. Provide a short biography of the nominated person (up to 200 words). Required <p>Arava Sai Kumar is a Machine Learning Manager at Adobe, where he leads the development of AI-powered marketing analytics services. With over 15 years of experience, Sai has spearheaded innovative projects in attribution modeling, conversion prediction, and generative AI applications. He holds a dual degree in Mathematics and Statistics from the Indian Institute of Technology, Kanpur and a graduate certificate in Artificial Intelligence from Stanford University.</p> <p>At Adobe, Sai manages a team of machine learning engineers, driving the creation of intelligent services like Attribution AI and Adobe Mix Modeler. His work has significantly improved marketing ROI for major enterprise clients. Sai is an accomplished researcher and inventor, with multiple patents and publications in multi-touch attribution and marketing analytics. His deep neural network approach to attribution modeling, presented at ADKDD 2018, has garnered 37 citations.</p> <p>Prior to Adobe, Sai co-founded an AI solutions company, delivering custom machine learning applications to clients like Bosch and Reliance. He has also worked at PayPal, developing behavioral analytics models.</p> <p>A respected industry voice, Sai has presented at conferences like the PhX20 Machine Learning Conference and AI Accelerator Summit. He has also mentored aspiring data scientists through Springboard's Machine Learning program.</p>

b. Outline the nominated person's career of achievement. There is no eligibility window for this category, so you may cite the nominee's entire lifetime of accomplishment (up to 250 words). Required

Here is an outline of Arava Sai Kumar's career of achievement (248 words):

1. Education and Early Career:

- Dual degree in Mathematics and Statistics from Indian Institute of Technology, Kanpur
- Graduate Certificate in Artificial Intelligence from Stanford University
- Started career at PayPal, developing behavioral analytics models

2. Adobe Systems (2014-Present):

- Progressed from Computer Scientist to Machine Learning Manager
- Led development of key AI-powered marketing analytics services:
 - Attribution AI
 - Conversion AI
 - Adobe Mix Modeler
- Managed team of 8 machine learning engineers
- Pioneered use of advanced techniques like distributed logistic regression and lightGBM on Spark
- Directly engaged with enterprise clients, driving millions in revenue

3. Research and Innovation:

- Multiple patents in marketing attribution and ad optimization:
 - "Deep Neural Net with Attention for Multi-channel Multi-touch Attribution"
 - "Determining Algorithmic Multi-Channel Media Attribution Based on Discrete Time Survival Modeling"
 - "Intraday Modeling to Adjust Online Ad Distribution"
- Published influential papers, including work presented at ADKDD 2018 (37 citations)
- Recent publication in International Journal on Cybernetics & Informatics (2024)

4. Entrepreneurship:

- Co-founded AI solutions company (2013-2016)
- Led team of 8 data scientists
- Delivered custom AI solutions to major clients like Bosch and Reliance

5. Industry Leadership:

- Speaker at conferences including PhX20 Machine Learning Conference and AI Accelerator Summit 2024
- Mentor for Machine Learning track at Springboard (2018-2021)
- Recognized for contributions to Adobe's intelligent services, significantly impacting marketing ROI for enterprise clients

This career trajectory demonstrates Sai Kumar's consistent innovation, leadership, and impact in the field of AI and marketing analytics.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other persons in the nominee's industry(s) (up to 250 words). Required

1. Pioneering AI in Marketing Analytics:

Sai has been at the forefront of applying advanced AI techniques to marketing analytics, an area where many companies still rely on traditional methods. His work on Attribution AI and Adobe Mix Modeler has set new industry standards for measuring marketing effectiveness across channels.

2. Innovative Research with Real-World Impact:

His patent on "Deep Neural Net with Attention for Multi-channel Multi-touch Attribution" garnered 37 citations, indicating its significant influence in the field. This approach surpasses traditional attribution models by capturing complex interactions between marketing touchpoints.

3. Scale and Complexity of Data Handling:

Sai's work involves processing terabytes of customer data using distributed systems, a level of scale that few in the industry can match. This allows for more accurate and granular insights than most competitors can offer.

4. Bridging Academia and Industry:

Unlike many practitioners who focus solely on applied work, Sai continues to contribute to academic research while delivering commercial products. This dual focus ensures his work is both cutting-edge and practical.

5. Versatility Across AI Domains:

From marketing attribution to generative AI interfaces, Sai has demonstrated expertise across multiple AI domains. This breadth is rare in an industry where many specialize narrowly.

6. Measurable Business Impact:

Sai's work has directly led to revenue increases in the millions for Adobe's clients, a concrete impact that distinguishes him from purely research-focused professionals.

7. Industry Recognition:

His speaking engagements at major conferences and role as a mentor indicate his standing as a thought leader in the field.

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

The supporting materials provide strong evidence for Arava Sai Kumar's achievements and impact:

LinkedIn Profile and Resume:

These documents outline Sai's career progression at Adobe, detailing his roles and responsibilities. They corroborate his leadership in developing Attribution AI, Conversion AI, and Adobe Mix Modeler.

Patent Documents:

The patent for "Deep Neural Net with Attention for Multi-channel Multi-touch Attribution" validates Sai's innovative contributions to the field. The citation count of 37 mentioned in the biography is evidence of its significance.

Publication in IJCI:

The paper "Improving the Capabilities of Large Language Model Based Marketing Analytics Copilots With Semantic Search And Fine-Tuning" demonstrates Sai's continued research contributions and his work on cutting-edge AI applications in marketing.

Oreilly Speaker sessions:

The screenshots from the Oreilly speaker sessions along with other great talent of speakers where he delivers some of the important topics about Generative AI in the marketing industry as well as the recent advancements in the technology industry.

Conference Presentations:

The Vimeo link to Sai's presentation at the PhX20 Machine Learning Conference and the mention of his speaking engagement at the AI Accelerator Summit 2024 confirm his status as an industry thought leader.

Springboard Mentorship:

The mention of Sai's role as a mentor at Springboard corroborates his commitment to nurturing talent in the field.

These materials collectively validate Sai's technical expertise, leadership skills, industry influence, and tangible impact on both Adobe's products and client success, supporting the claims made throughout the nomination.

Webpage Link

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

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://scholar.google.com/citations?user=TLIEfPUAAAAJ> (<https://scholar.google.com/citations?user=TLIEfPUAAAAJ>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://learning.oreilly.com/live-events/genai-superstream-developing-innovative-apps-with-generative-ai/0642572100011/0642572100010/> (<https://learning.oreilly.com/live-events/genai-superstream-developing-innovative-apps-with-generative-ai/0642572100011/0642572100010/>)

Would you like to add an additional webpage link?

Supporting Document

Download File (<https://stevies-tech.secure-platform.com/file/67689/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY4OSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9AI%20Accelerator%20Summit%20panel%20discussion.jpeg>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-tech.secure-platform.com/file/67690/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY5MCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9G9PKtTh3Mil7hy6WxB_lo53F_79CzGI8ZJXWF19bBc?product_leadership_festival_panel_discussion_image_2020.jpg)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (https://stevies-tech.secure-platform.com/file/67691/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY5MSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9Nov9_2023_patent_congrats_email.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (<https://stevies-tech.secure-platform.com/file/67692/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY5MiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9SdvDZVoN81PjXo0hrhK8giQF-OQ?Press%20Coverage%20of%20Innovation.docx>)

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (https://stevies-tech.secure-platform.com/file/67693/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY5MywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9US11287894_DNAMTA.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 6

Download File (<https://stevies-tech.secure-platform.com/file/67694/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY5NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm90xC9ZU-gI7vcJiv5PKPj8Zj6-2GU6oW0s?13224ijci02.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 7

Download File (https://stevies-tech.secure-platform.com/file/67695/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY5NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9Graphical_attribution.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 8

Download File (https://stevies-tech.secure-platform.com/file/67696/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY5NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9ySelecting%20the%20Best%20Attribution%20Model%20Using%20Adobe%E2%80%99s%20Attribution%20Lift%20Measure%20_%20by%20Jaemi%20)

Would you like to add an additional supporting document?

Yes

Supporting Document 9

Download File (<https://stevies-tech.secure-platform.com/file/67697/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY5NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9yDNAMTA.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 10

Download File (<https://stevies-tech.secure-platform.com/file/67698/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY5OCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9yScreen%20Shot%202024-07-02%20at%201.42.23%20PM.png>)

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