

Application: 5129

Mahesh Chayel

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

Meta

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Mahesh Chayel

Category

Q11g. Employee of the Year - Information Technology - Social Media

Employee Nominee Submission Format

Written Answers

a. Briefly describe the nominated non-executive person's employer: the organization's history and past performance (up to 200 words). Required

Meta Platforms, Inc. (Meta), formerly known as Facebook, is a global technology conglomerate headquartered in Menlo Park, California. Established in 2004, Meta has revolutionized social connection with its flagship platform, Facebook, boasting over 2.9 billion monthly active users as of Q2 2024. Beyond social media, Meta owns Instagram, a leading photo and video sharing platform, and WhatsApp, a dominant messaging service with over 2 billion users.

The company has consistently grown its revenue base, exceeding \$136 billion in 2023. Meta is a leader in online advertising, leveraging its vast user base and sophisticated targeting capabilities. Furthermore, the company is actively investing in the future, spearheading advancements in virtual and augmented reality technologies through its Reality Labs division.

Key Achievements:

Pioneered social networking, connecting billions of users worldwide.

Developed innovative advertising solutions used by businesses of all sizes.

Leader in online advertising with a proven track record of revenue growth.

Investing in the future of technology with advancements in Gen AI and AR/VR.

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

Since 2022, I've spearheaded transformative initiatives at Meta that not only redefined user experiences but also unlocked significant revenue streams. My leadership in two key areas – the Advantage+ Creative suite and Reels monetization – exemplifies my commitment to innovation and exceeding expectations.

Advantage+Creative: Empowering Businesses, Accelerating Growth

The Advantage+Creative suite is a testament to the power of AI in empowering businesses. This suite utilizes Generative AI to automatically generate new creative media and text formats for advertisers. Imagine – no more time-consuming manual creation of ad variations! Advantage+Creative streamlines this process, allowing brands to experiment and optimize with ease. This innovation has not only simplified advertiser workflows but has also propelled the Advantage+ product line into a multi-billion dollar success story.

Reels Monetization: Bridging the Gap, Unlocking Potential

Traditional ad formats often struggle to fit seamlessly within the user-generated video content that defines Reels. Recognizing this challenge, I spearheaded the development of an automated ad creation and placement system for Reels. This innovative solution unlocked new revenue streams without disrupting the user experience. By embracing automation, we bridged a critical gap and unlocked previously inaccessible opportunities within the rapidly growing Reels platform.

My dedication extends beyond my projects. I actively foster a culture of innovation by mentoring colleagues and sharing my knowledge at internal workshops.

In conclusion, my strategic vision, leadership in leveraging cutting-edge technology like Gen AI and automation, and commitment to empowering others position me as a strong contender for Employee of the Year.

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

In the fast-paced world of Meta, consistently exceeding expectations is no small feat. Yet, that's precisely what I've achieved, garnering the company's highest ratings for my work. But my impact goes beyond personal accolades. My leadership has established practices that are now industry benchmarks, influencing how countless others approach product development.

Here's what sets me apart:

Unrelenting Excellence: My dedication to quality has seen me consistently rank among Meta's top performers. This unwavering commitment ensures products that not only meet but surpass expectations, driving user engagement and business growth.

Industry-Shaping Innovation: My work at Meta isn't just about internal success; it's about shaping the broader landscape. By spearheading groundbreaking initiatives like [mention specific, impactful project at Meta, e.g., Advantage+Creative suite], I've established best practices that are being emulated by industry players. This ripple effect ensures a more advanced, user-centric future for the entire field.

Leadership by Example: My success isn't solely measured by personal achievements. It's about fostering a culture of excellence. By actively cultivating a team that shares my vision and dedication, I've established a framework for success that's now being adopted by others within as well as outside Meta.

In essence, I offer more than just product development expertise – I offer a proven approach that delivers exceptional results while shaping the future of the industry. This unique combination makes me a valuable asset in today's ever-evolving technology landscape.

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

I have attached links below that showcase the media coverage of my work on Advantage+Creative including Gen AI and Reels Monetization since 2022.

Webpage Link

<https://www.facebook.com/business/news/generative-ai-features-for-ads-coming-to-all-advertisers>
(<https://www.facebook.com/business/news/generative-ai-features-for-ads-coming-to-all-advertisers>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.marketingdive.com/news/meta-launches-generative-ai-advertising-tools-Instagram-Facebook/715475/>
(<https://www.marketingdive.com/news/meta-launches-generative-ai-advertising-tools-Instagram-Facebook/715475/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://digiday.com/media-buying/meta-adds-more-ai-features-for-advertisers-with-new-image-and-text-generation-tools/> (<https://digiday.com/media-buying/meta-adds-more-ai-features-for-advertisers-with-new-image-and-text-generation-tools/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.emarketer.com/content/meta-expanding-access-ai-generated-creative-tools-and-removing-disclosures> (<https://www.emarketer.com/content/meta-expanding-access-ai-generated-creative-tools-and-removing-disclosures>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.reuters.com/technology/meta-pushes-reels-monetization-with-new-ad-formats-2022-10-04/> (<https://www.reuters.com/technology/meta-pushes-reels-monetization-with-new-ad-formats-2022-10-04/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

<https://searchengineland.com/meta-overlay-ads-instagram-reels-444217> (<https://searchengineland.com/meta-overlay-ads-instagram-reels-444217>)

Would you like to add an additional webpage link?

Yes

Web Page Link 7

https://www.engadget.com/meta-is-accelerating-plans-to-bring-more-ads-to-reels-on-facebook-and-instagram-150004225.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAADBSXehSUXurEd9HmJ3dA3mBIEK2IPmTCd6_XtrOcTweHd5ed5CEfeZR0Ga4IUG8nF704pmKKNZ-NPDdTggpePvGEUkWetS7SHZCvRcEqbv1WnGzD_vtSqIGHaMdqqcYKmx-BEnQ_XyZlpcV2WCoFZXaKw93QSCpaFA3R4a19f8l (https://www.engadget.com/meta-is-accelerating-plans-to-bring-more-ads-to-reels-on-facebook-and-instagram-150004225.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAADBSXehSUXurEd9HmJ3dA3mBIEK2IPmTCd6_XtrOcTweHd5ed5CEfeZR0Ga4IUG8nF704pmKKNZ-NPDdTggpePvGEUkWetS7SHZCvRcEqbv1WnGzD_vtSqIGHaMdqqcYKmx-BEnQ_XyZlpcV2WCoFZXaKw93QSCpaFA3R4a19f8l)

Would you like to add an additional webpage link?

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

No

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Terms and Conditions

I Agree