

Application: 5330

Karthik Sekuru

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 Platforms, Inc. (Meta)
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Karthik Sekuru
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. (formerly Facebook, Inc.) is a global technology leader specializing in social media, messaging, and real-time communication. Founded in 2004 by Mark Zuckerberg, Meta has evolved into one of the world's largest technology companies, with a mission to connect people and build communities.

Meta's portfolio includes Facebook, Instagram, WhatsApp, and Messenger, serving over 3 billion users globally. The company has consistently pushed the boundaries of real-time video communication, encryption, and AI-driven innovations, setting industry standards in video calling, messaging security, and content delivery.

In the past decade, Meta has led major advancements in video technology, including end-to-end encrypted group calls, HD video optimization, and AV1 codec integration. These innovations have significantly improved global communication, particularly during the COVID-19 pandemic, where Meta's platforms played a vital role in keeping families, businesses, and communities connected.

With a strong focus on AI, virtual reality (Meta Quest), and infrastructure advancements, Meta continues to shape the future of digital interaction. Its track record of scalability, innovation, and global influence establishes it as a distinguished organization, making the nominee's contributions at Meta particularly impactful and industry-defining.

b. Outline the nominated non-executive employee's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Revolutionizing Screen Sharing in Meta Applications

Engineered and optimized real-time screen sharing for WhatsApp and other Meta applications, enabling seamless collaboration for over 3 billion users worldwide. This breakthrough empowered millions of small businesses during COVID, providing a critical tool for remote work and customer engagement. Recognized by Mark Zuckerberg and featured in major media.

Coverage: Straits Times, TechCrunch

Scaling Secure Group Video Calling

Developed large-scale, end-to-end encrypted group calling, expanding WhatsApp's capacity from 4 to 32 participants. This innovation allowed billions of families and businesses to stay connected securely, particularly during the COVID-19 pandemic.

Coverage: Meta Newsroom, WhatsApp Blog

Enhancing HD Video Quality in Real-Time Communication

Led performance optimizations to enable HD video calling, overcoming CPU constraints, network limitations, and real-time processing challenges. This ensured superior video quality across mobile and desktop platforms, even in low-bandwidth environments.

Coverage: Meta Newsroom

Pioneering AV1 Codec Adoption for Video Calling

Drove industry-first AV1 codec integration for real-time video calling, achieving 30-50% better compression efficiency over traditional codecs. Optimized CPU vs. network trade-offs, delivering high-quality video at reduced bandwidth costs, setting a new benchmark for video communication technology.

Coverage: Meta Engineering Blog

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

My contributions at Meta are highly significant, impacting over 3 billion users and setting new industry standards in video communication.

Screen Sharing in WhatsApp – I developed real-time screen sharing for WhatsApp, a technically complex feature in an end-to-end encrypted mobile app, benefiting millions of small businesses during COVID. Recognized by Mark Zuckerberg and covered in major media.

Large Group Calling (32 Participants, Encrypted) – I enabled large-scale encrypted video calls, ensuring both scalability and security, unlike competitors that sacrifice encryption. This helped billions of families stay connected during COVID.

HD Video Calling Optimization – I optimized CPU usage, network constraints, and real-time video processing to enable high-quality video calls on mobile devices. Unlike FaceTime or Google Duo, this was done at Meta's scale with full encryption.

AV1 Video Codec Implementation – I led industry-first efforts to integrate AV1 for real-time video calling, reducing bandwidth usage by 30-50% while maintaining top quality. AV1 adoption in video calling remains rare due to high computational costs, making my work groundbreaking.

My work stands out because of its massive global impact, technical innovation, and recognition by both Meta leadership and media. While most engineers improve existing systems, I pioneered new capabilities that set industry benchmarks, reinforcing my critical role at Meta.

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 showcasing my expertise and contributions to real-time communication technology at Meta. These links provide media coverage of my work on screen sharing, large-scale encrypted group calling, HD video quality enhancements, and AV1 codec integration. They highlight my role in advancing video communication, network optimization, and cross-platform performance improvements since 2022.

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Supporting Document

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