Application: 7151

Mr. Madhusudhanarao Chebrolu

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

Dynata

Mobile Phone Number

██████████████

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Mr. Madhusudhanarao Chebrolu

Category

A11. Employee of the Year - Advertising, Marketing & Public Relations

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

Dynata is the world's largest first-party data company for insights, activation, and measurement. The company operates a global platform encompassing nearly 70 million consumers and business professionals across North America, South America, Europe, and Asia-Pacific regions.

Dynata's core strength lies in its proprietary, opted-in research panels that provide high-quality, permissioned first-party data. The company has built innovative data services and solutions around this robust data offering to bring authentic consumer voices to the entire marketing continuum: from uncovering insights to activating campaigns and measuring cross-channel marketing ROI.

The organization serves more than ▮▮▮market research, media and advertising agencies, publishers, consulting and investment firms, and corporate customers globally. Dynata's client base includes ▮▮▮▮▮ortune 500 companies, including industry leaders ▮[REDACTED FOR PUBLICATION]▮▮▮▮▮▮▮

Dynata has demonstrated exceptional innovation leadership, achieving industry recognition as the #1 Most Innovative Supplier in the GreenBook GRIT Report and winning the Overall Winner award at the 2024 I-COM Global Data Creativity Awards. The company continues to lead the market research and advertising technology sectors through breakthrough innovations in privacy-compliant measurement solutions and AI-driven data quality systems, ▮▮▮▮ ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮

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

Mr. Madhusudhanarao Chebrolu has delivered transformative technical innovations that revolutionized Dynata's ADimension cross-media measurement platform and positioned the company as the industry leader in privacy-first advertising measurement.

Privacy-First Architecture Leadership:
Chebrolu architected enhanced server-side tracking systems ██████████████████████████████████
███████████████████ This breakthrough enabled extended Brand Lift measurement partnerships for unified cross-media analysis ████████████████████████████████

Technical Infrastructure Transformation:
He led a complete platform migration from monolithic systems to cloud-native microservices architecture, replacing legacy data pipelines with ██████████ atest technologies s███
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Advanced Integration Development:
██
██████████████████████████████ This single-source approach improved advertiser decision-making across broadcast, cable, streaming, and addressable television.

AI-Powered Quality Innovation:
He implemented machine learning systems monitoring various behavioral indicators ████████████████████
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Real-Time Processing Excellence:
His architectural redesign reduced dashboard latency ███████████████████████████████████
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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

Mr. Chebrolu's achievements are unique ███████████████████████████████████
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Industry Comparison:
While competitors offered fragmented solutions requiring multiple vendors, ███████████████████
███████ measuring TV, digital, streaming, social media, print, and radio advertising simultaneously ███████████
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Validation by Industry Leaders:
Major technology companies █████████████████████████████ alidated hi ███████████ ough strategic partnerships. The 2023 ███████████ study featuring Dynata as the measurement partner demonstrated "clear and direct correlation between attention and brand outcomes," directly validating his platform's ffectiveness.

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Chebrolu's recent achievements represent a quantum leap in scale and impact. His cookieless measurement solutions ██ fluencing how competitors approach privacy-compliant advertising measurement across the entire sector.

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 comprehensive validation of Mr. Chebrolu's exceptional achievements through independent industry recognition and technical validation.

Major Industry Study Validation:
The ████████████████████████████ udy conducted b██████████████████████████████ represents the largest global meta-analysis combining third-party attention with brand lift metrics. This landmark study validates Chebrolu's measurement platform innovations, demonstrating measurable effectiveness ████████ ██████████████████████████

Strategic Partnership Documentation:
The ██████████████████ artnership press release specifically highlights ██████████████ tegration work, combining aggregate viewership data with real-time survey capabilities. This validates his ability to execute complex cross-platform integrations that deliver measurable business value.

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Professional Thought Leadership:
Technical publications featuring his expertise in microservices architecture and NLP innovations demonstrate his recognition as an industry thought leader whose insights influence broader technical practices.

Independent Media Coverage:
Coverage in The Media Leader and other industry publications of the attention study provides third-party validation of his platform's effectiveness, confirming measurable business outcomes rather than just technical achievements.

Platform evolution evidence:
Current ADimension platform descriptions and 2024 advertising effectiveness solutions show the continuous development of capabilities, providing evidence of ongoing innovation that maintains competitive advantage in the privacy-first measurement landscape.

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Would you like to add an additional webpage link?

Yes

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Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

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