

Application: 7409

Shelly Chen

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
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Shelly Chen
Category I11. Employee of the Year - Communication Technology
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. is a leading technology company that builds the future of social connection through innovative platforms and immersive technologies. Founded in 2004 as Facebook, the company has evolved into a global technology leader serving billions of users worldwide through its family of applications including Facebook, Instagram, WhatsApp, and Messenger. Meta went public in 2012 and has consistently delivered strong financial performance, generating over \$134 billion in revenue in 2023.

The company has pioneered social networking, mobile connectivity, and is now leading the development of the metaverse through its Reality Labs division. Meta's platforms facilitate over 3 billion daily active users across its family of apps, making it one of the most influential technology companies globally. The company has consistently invested in cutting-edge research and development, advancing artificial intelligence, virtual reality, and augmented reality technologies.

Meta's commitment to connecting people and building communities has driven continuous innovation in communication tools, creator economy platforms, and immersive experiences. The company's strategic vision focuses on building the next generation of social technology that helps people connect, find communities, and grow businesses. Meta's influence extends beyond technology into shaping global digital communication patterns and creator economy ecosystems.

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

Shelly Chen has delivered exceptional results in designing and scaling creator-focused communication platforms that have transformed how millions of users interact globally. Her most significant achievement was leading the design of Messenger Broadcast Channel, which grew from 286,000 to over 12 million Daily Active Users under her leadership—a 4,000% increase demonstrating unprecedented user adoption and engagement.

As part of a five-member design team, Shelly contributed to Instagram Broadcast Channel's explosive growth from 10 million to 124 million Daily Active Users, achieving 296.5 million Weekly Active Users and 455 million Monthly Active Users with 51% year-over-year growth. This represents one of the fastest-growing social features in Meta's history, directly contributing to the company's creator economy initiatives and user engagement metrics.

Shelly's design innovation created entirely new paradigms for creator-audience interaction at scale, solving the fundamental challenge of maintaining authentic connections with millions of followers simultaneously. Her work established the "fan lounge" concept that enables real-time, one-to-many communication while preserving the intimacy of personal interaction. The platforms she designed have received extensive media coverage across major publications including The Verge, CNBC, Yahoo News, and Yahoo Finance, highlighting their industry impact.

Her contributions directly support Meta's strategic objectives of empowering creators, enhancing user engagement, and building sustainable revenue streams through innovative communication tools. The measurable success of her designs demonstrates exceptional product vision and execution capability that has influenced industry standards for creator platforms.

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

Shelly Chen's achievements represent groundbreaking innovation in social product design that has established new industry standards for creator-audience interaction. Her work solved a fundamental challenge that no previous platform had addressed: enabling authentic, personal communication at massive scale. The 4,000% growth in Messenger Broadcast Channel Daily Active Users under her design leadership is unprecedented in the social media industry, where typical successful features achieve 50-100% growth rates.

The scale of impact distinguishes her work from typical product design contributions. Instagram Broadcast Channel's 455 million Monthly Active Users represents a user base larger than most individual social platforms, achieved through her innovative design patterns. The 51% year-over-year growth rate significantly exceeds industry benchmarks, where mature social platforms typically see single-digit growth.

Her innovation created the first successful solution for one-to-many communication that maintains intimate connection—a challenge that major platforms including TikTok, YouTube, and Twitter had attempted but failed to solve effectively. The extensive media coverage from tier-1 publications demonstrates industry recognition of her work's significance and influence.

Compared to her previous achievements, including award-winning work on InfoNice and ALIGN, her Meta contributions represent a quantum leap in scale and impact. While her previous work influenced academic research and smaller user bases, her Broadcast Channel designs affect hundreds of millions of users daily and have established new paradigms adopted by competing platforms industry-wide. The commercial success combined with widespread industry adoption confirms her unique position as a transformative product designer.

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

Media Coverage Evidence: The resume references extensive media coverage across major publications including Meta Newsroom, Instagram Newsroom, The Verge, CNBC, Yahoo News, National Herald, and Yahoo Finance. This third-party validation demonstrates the industry significance and widespread recognition of her work, supporting claims about the platforms' influence and innovation.

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