

Adobe on AI Turning AI Momentum into Enterprise Capability



The image displays a mobile application interface for 'luma' with several AI-powered features and a social media post. The main interface shows a 'Progress' section for a 'Master campaign project' at 75% completion. To the right, there are four review stages: 'Automate task assignment', 'Design review' (Completed), 'Marketing review' (In progress), and 'Legal review' (In progress). Below the progress section is a 'Generate' button with the prompt 'Social ads to promote fall collection'. At the bottom, there are two tags: 'Luma' and 'Orange jacket'. The main content area features a large image of a person in an orange jacket with the text 'Shop fall essentials' and 'Pieces that move with you through fall.' Below this is a social media post from '@Luma' with the text 'There is more collection to explore. Shop fall essentials.' and a 'Shop now' button. A 'Sponsored' badge is visible above the social media post.

Progress

Master campaign project

75%

Automate task assignment

Design review

Completed

Marketing review

In progress

Legal review

In progress

Generate

Social ads to promote fall collection

Luma

Orange jacket

Shop fall essentials

Pieces that move with you through fall.

@Luma

There is more collection to explore. Shop fall essentials.

Shop now

Luma There is more collection to explore. Shop fall essentials.

Today's speakers



**Lindsay
Morris**

Manager,
Global Content Strategy
Adobe



**Emily
McReynolds**

Global AI Strategy,
Digital Strategy Group
Adobe



**Gina
Casagrande**

Director of Customer
Experience Orchestration
Evangelism
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**Daniel
Sheinberg**

Senior Director,
Product Management
Adobe



**Cedric
Huesler**

Sr. Director of Product Management
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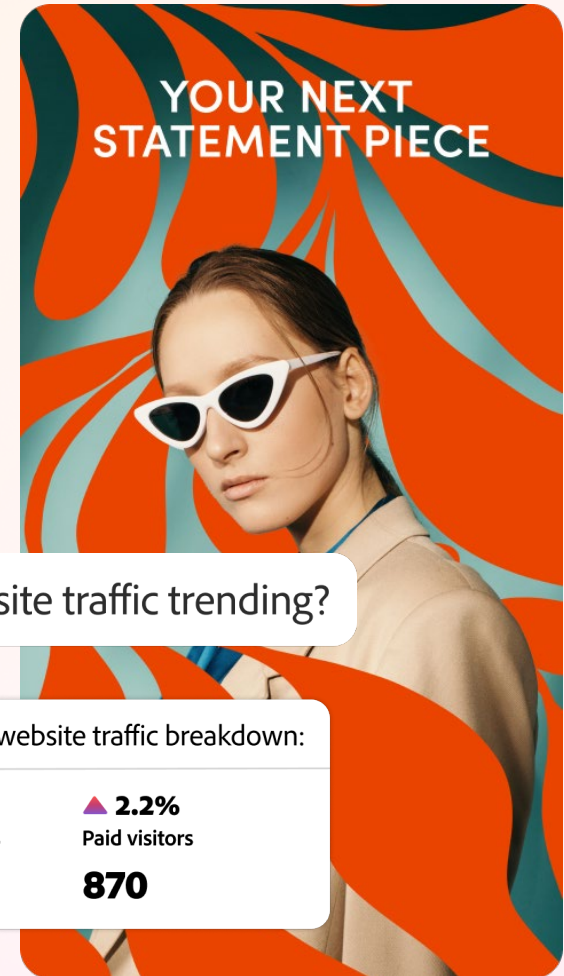
Agenda

How leaders cross the AI adoption gap

Demo: Adobe Brand Visibility

Fireside chat: From AI ambition to AI impact

CX AI Maturity Index



YOUR NEXT
STATEMENT PIECE

How is my website traffic trending?

Here's your website traffic breakdown:

▲ 4.6%
Organic visitors

5,120

▲ 2.2%
Paid visitors

870

How leaders cross the AI adoption gap



**Emily
McReynolds**

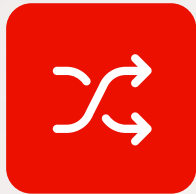
Global AI Strategy,
Digital Strategy Group
Adobe

AI tools are delivering measurable returns

But only a small fraction of enterprises have turned early successes into meaningful, organization-wide adoption.

Scaling AI across organizations doesn't require *more ambition*

It requires:



**Fewer
handoffs**



**Clearer
accountability**



**Shared definitions
of success**

Enterprises that implement formal processes to coordinate leadership around a **shared AI vision** and **execution system** outperform ones that don't

21%

of companies with established, mature, responsible AI practices will see more productivity gains than the 79% that do not

49%

of companies tracking bias will outperform the 51% flying blind

33%

Monitoring harmful outputs will avoid the incidents that sideline 67% who don't

The issue isn't the technology. It's the **operating environment** around the work.



**Misaligned
incentives**



Delayed handoffs



Unclear ownership

Across the enterprise, each function makes rational decisions... Just not from a shared frame of reference

CIO & CTO

Own the stack, but rely on Legal's guardrails and Marketing's expertise

CMO

Want personalization and speed, but struggle to align AI outputs with compliant KPIs

CFO

Need clear ROI, but lack metrics that link performance to commercial returns

Fragmentation causes friction

Early collaboration reduces compliance risk



Forecasting potential points of failure

Tracking programs from localized success to enterprise capability

1 Readiness gaps The current state of AI gaps

89% don't have mature AI priorities

67% lack a formal monitoring process

51% aren't tracking harmful outputs

Most companies lack the structure to scale AI usage

2 Fragmented goals Why decisions slow down

67% use financial KPIs to inform decisions

49% prioritize model performance

36% account for regulatory compliance

Decisions stall due to timing and context, not capability

3 Evidence maturity Upgrades from pilot to scale

53-28% in risk perception

54-38% for cost and ROI uncertainty

60-38% in the lack of skill alignment

Evidence reduces perceived risk as programs mature

Three executive imperatives to transform your organizational approach to AI

1

Build
shared KPI
bridge

2

Make ownership
explicit with a
lifecycle RACI

3

Establish an
operational
rhythm with
standard
artefacts and
escalation cues



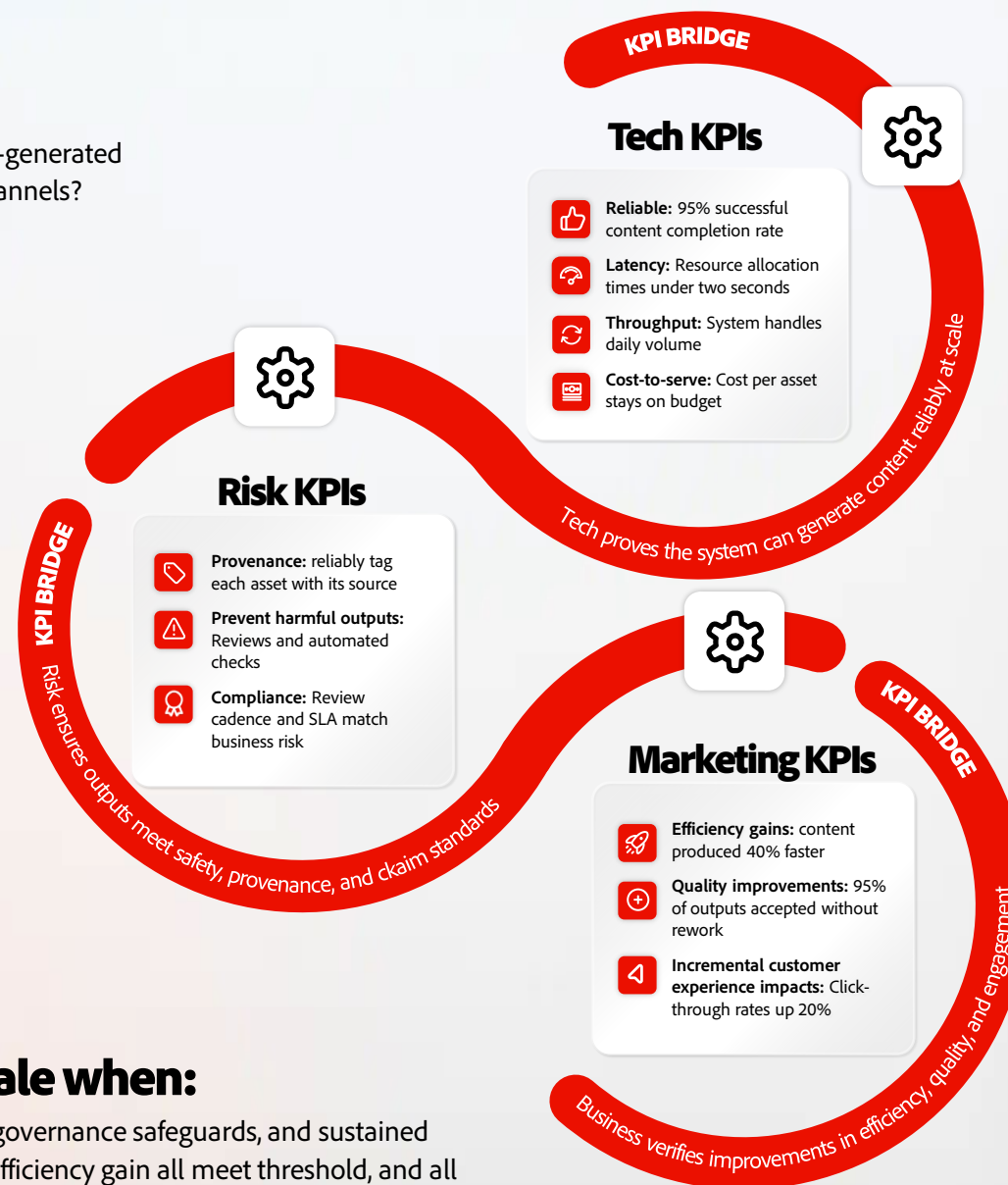
IMPERATIVE 1

Build a shared KPI bridge

A translation layer that makes cross-function throughlines visible

Growth

Example use case: AI-generated content for digital channels?



Ready to scale when:

Technical reliability, governance safeguards, and sustained content quality and efficiency gain all meet threshold, and all functions align on the same evidence through the KPI bridge.

IMPERATIVE 1

Aligned, constructive, coherent AI adoption plan

Less friction, more function

Growth

Example use case: AI-generated content for digital channels?

1

Fund and prioritize against shared proof

2

Set thresholds upfront

3

Create repeatable scorecards

Ready to scale when:

Technical reliability, governance safeguards, and sustained content quality and efficiency gain all meet threshold, and all functions align on the same evidence through the KPI bridge.

IMPERATIVE 2

Make ownership explicit with a lifecycle RACI

Accountability doesn't blur at scale. It was never designed for it.

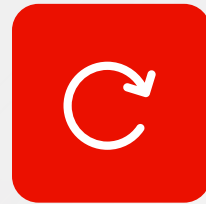
AI lifecycle phase	Responsible	Accountable	Consulted	Informed
Discovery or assess (intent)	Business team Risk	Business owner (use-case sponsor)	Technology lead (CIO or CTO) Marketing and commercial	Data and platform teams Finance
Implementation or pilot (proof)	Technology delivery team Marketing and commercial Data and analytics Risk	Business owner	Finance	Executive sponsors
Adoption or scale decision (readiness)	Technology operations Marketing and commercial Risk	Technology and business	HR Learning and development Finance	Extended leadership
Operate and monitor (trust)	Technology operations Risk Marketing and experience owners Data and analytics	Business owner	Finance	Head of engineering

IMPERATIVE 3

Establish an operational rhythm with standard artefacts and escalation cues



Bring the **right decision-makers** together at the right altitude



Review a **consistent set of proof** in a **consistent format**



Produce a **clear outcome** — go, pause, remediate, or route — with named owners and timelines

How technology, marketing, and risk run as one system

Phase	Who meets	Evidence that matters	Imperative anchor	If met	If not met
Assess	Leadership group with risk partners	Readiness signals Business case Brand guardrails Safe-to-learn criteria	Co-sponsor from day one Engage risk at design	Move to pilot	Identify gaps Assign owners Set timeline to reassess
Pilot	Leadership group with periodic risk review	Performance gains Brand integrity Early safety checks Provenance active	Make ownership explicit Define evidence gates up front	Move to adopt	Extend pilot with specific remediation targets Exit if fundamentals fail
Adopt	Leadership group with executive review	Sustained outcomes Training readiness Governance integration	Translate outcomes across functions through a shared KPI bridge	Approve for production	Return to pilot phase Proceed with documented risk acceptance
Monitor	Leadership group with quarterly review	Stability Transparency Emerging risks	Sustain momentum through cadence and standard artifacts	Scale to new use cases	Surface issues through the regular governance rhythm Pause expansion

Putting imperatives to work



Start with
the phase



Apply the
KPI bridge



Check
ownership
against the
RACI



Run the
governance
rhythm



Let the
escalation
cues do
their job

None of this requires an organization to start from scratch. But it does require leadership to make two deliberate moves



First, pressure-test your highest-priority AI initiative against the KPI bridge

Bring tech, marketing, and risk into one room and ask a simple question: **“Does every function agree on what ready to scale means for this initiative?”** If the answer is “no,” that’s your first gap to close. Build the shared evidence view before the next review cycle.



Second, co-design guardrails with risk, tech, and marketing

When these three departments work in lockstep through the entire process, rather than at one step, this shift in process is the biggest high-level change an organization can make to scale AI.

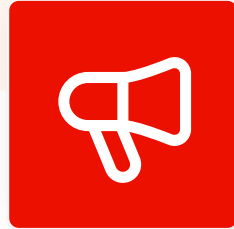
**Stop managing tools.
Start managing **scale**.**

The AI shift: New era of brand engagement



Brand discoverability

Can AI find your content?



Brand clarity

Does AI understand your brand?



Brand authority

Does AI see your brand as a leader?



Brand trust

Will AI confidently recommend you?

**Every brand needs
a strategy around
dual optimization**



Adobe Brand Visibility in action



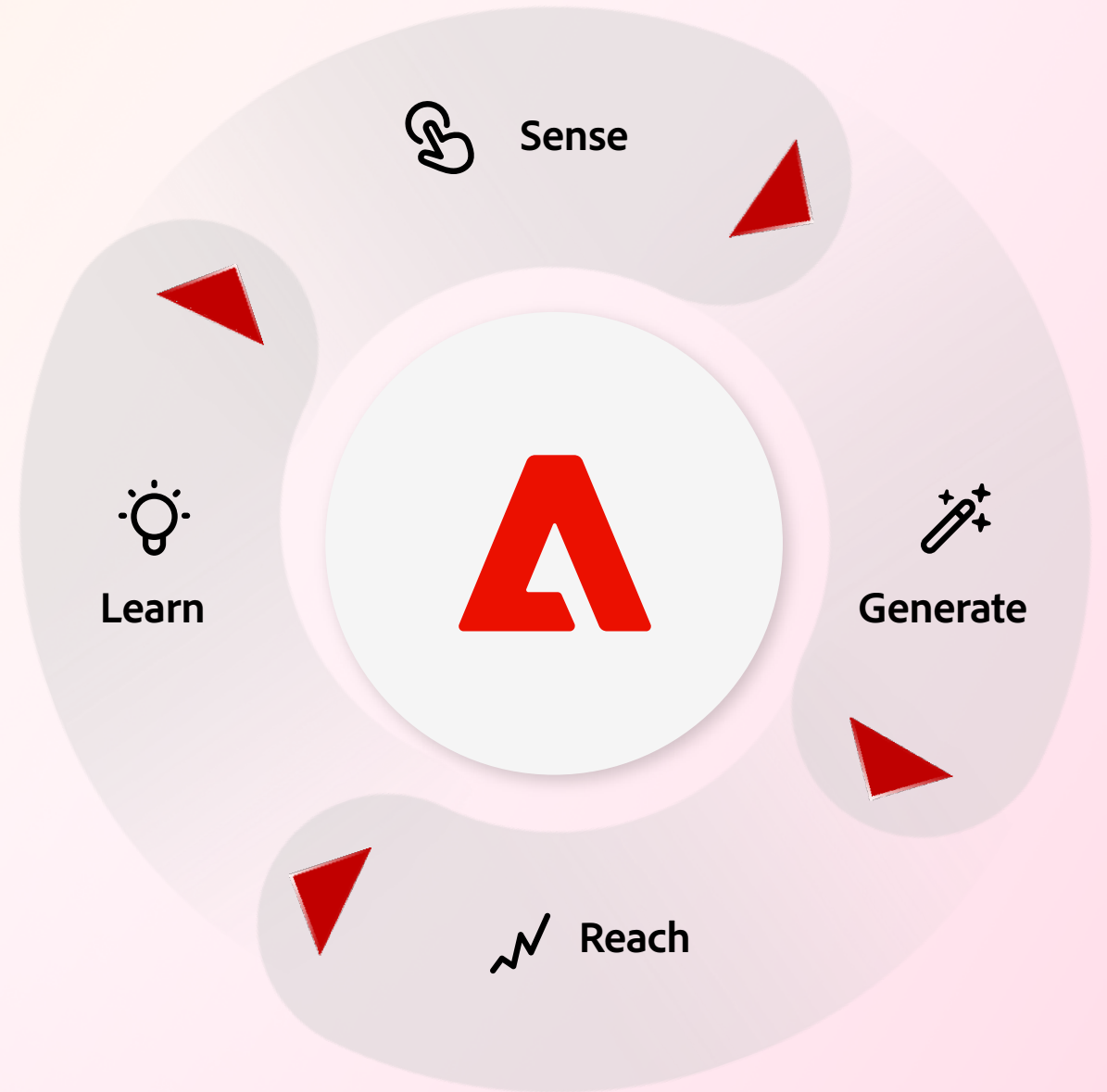
**Gina
Casagrande**

Director of Customer
Experience Orchestration
Evangelism

Adobe

Adobe Brand Visibility

The only platform that closes the full loop: from the deepest competitive and visibility intelligence in the market, through automated optimization and experience creation, to verified business outcomes.



Fireside chat: From AI ambition to AI impact



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CX AI Maturity Index

Is your brand ready to scale customer experience orchestration with AI?

Take this three-minute assessment to evaluate your organization's current AI readiness and maturity.

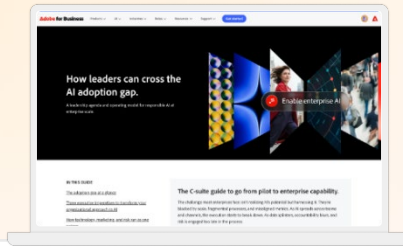
- Get an executive-level maturity score.
- Receive a clear analysis of your result.
- Take the actionable next steps to advance your AI strategy.

Turn insight into action—navigate your AI journey with confidence.

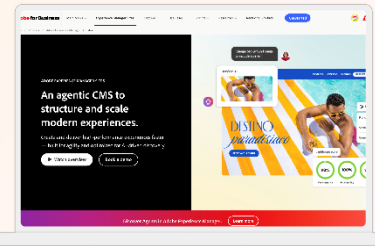


Resources

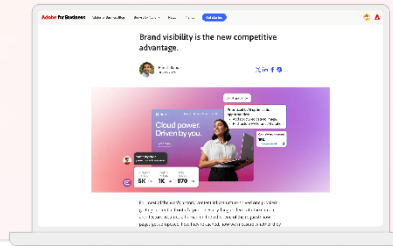
The adoption gap at a glance



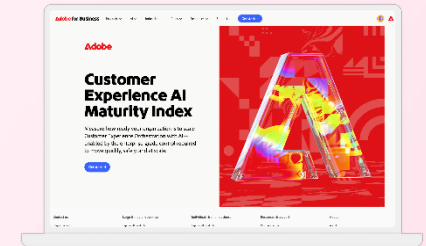
Adobe Experience Manager Sites



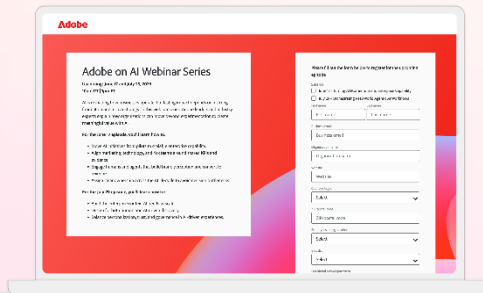
Brand visibility is the new competitive advantage



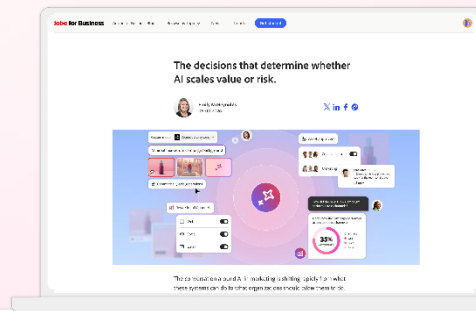
Customer Experience AI Maturity Index



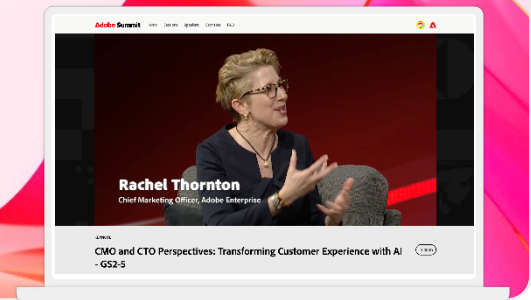
Join the next Adobe on AI webinar



Decisions that determine whether AI scales value or risk



Watch now: CMO and CTO perspectives



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