

Best of Adobe on AI in 2025



Imagine and express ideas

Create content and apps

Personalize & orchestrate experience



Create mockup

Generate

Cat, primary colors, big smile

Generate

Sevri Resorts spring



Mediterranean



Mediterranean paradise awaits, Erin

Welcome back, Erin

Featured speakers



**Lindsay
Morris**

Principal,
Content Strategist
Adobe



**Emily
McReynolds**

Global AI Strategy,
Digital Strategy Group
Adobe



**Anjul
Bhambhri**

Senior Vice President,
Adobe Experience Cloud
Adobe



**Toni
Vanwinkle**

Vice President, Digital
Employee Experience
Adobe



**Hannah
Elsagr**

Vice President, New GenAI
Business Ventures
Adobe



**Stephan
Pretorius**

Global Chief
Technology Officer
WPP

Agenda

Foundations of agentic AI for business

Navigating AI adoption across the enterprise

New! Meet Brand Concierge: Conversations to conversions

In conversation with WPP: AI big bets & ROI

Foundations of agentic AI for business



Emily McReynolds

Global AI Strategy,
Digital Strategy Group
Adobe



Anjul Bhambhri

Senior Vice President,
Adobe Experience Cloud
Adobe

Foundations of agentic AI for business

Agents will continue the evolution of reimagining teams and the way we work



Expanding human roles

As AI agents take on more tasks, humans will shift toward strategic orchestration, creativity, and ethical oversight.



Reshaping work

Marketing teams will expand with specialist agents to streamline workflows and the tools they use will evolve to become more interactive and integrated.



Evolving customer engagement

Agentic platforms will transform the way brands create experiences and interact with customers, driving business outcomes.

Navigating AI adoption across the enterprise



Emily McReynolds

Global AI Strategy,
Digital Strategy Group
Adobe



Toni Vanwinkle

Vice President, Digital
Employee Experience
Adobe

Navigating AI adoption across the enterprise

Elevate business outcomes and personal growth by integrating AI into daily work



Change management is fundamentally human-centered. AI is best driven by people.



Create community:
Make space, bring stories, activate change champions, and create a circle of learning.



In the face of many options, you need a process for technology governance.

Adobe Brand Concierge

Adobe

Based on your interests, how about a morning spa retreat and sunset sailing tour?



That sounds amazing!

✔ Booking confirmed

All set! Your custom adventure is booked and ready to go.



Introducing Brand Concierge



Adobe Brand Concierge is a brand-first AI application that transforms your digital properties into dynamic, conversational experiences.



Instead of visitors relying on menus or search bars to hunt for information, Brand Concierge guides them through with natural dialogue.



Powered by Adobe Experience Platform Agent Orchestrator, **it anticipates customer needs, answers questions in context, and presents information in a way that feels like speaking directly with the brand.**



I want a sunny getaway with my daughter to celebrate her graduation—she loves hiking.



Sunrise Mount Otemanu guided tour

From \$75 for 2 people

See Bora Bora from the top with this guided tour. **Gear up for safe hiking, provided** with your booking.

Book trip



Point Fiti'u'u Cannons picnic hike

From \$300 for 2 people

Experience traditional Fijian cuisine, Kava drinking, live serenades, and a breathtaking sunset.

Book trip



Valley of the

From \$75 for 2 pe

Walk past relic history, hikers ancient village

Book trip

In conversation with WPP: AI big bets & ROI



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What's now, what's next

Look beyond today's workflows to what AI makes possible.



Big Bets

Rather than a specific tech, think about workflows of the future beyond improving the familiar.



ROI

- Centralized agent building is important.
- Enable teams to build their own agents for translating processes into automation.

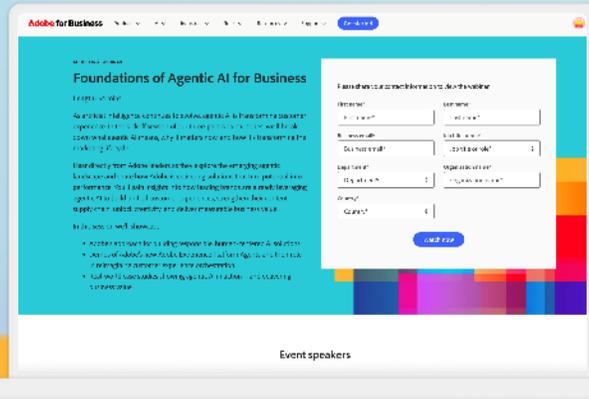


High impact Agentic Use Cases

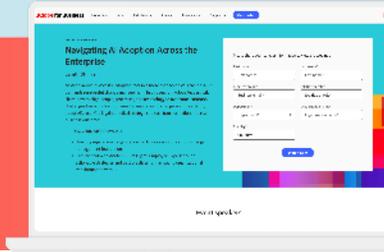
- Reach every market with localization.
- Turn stills to video. Video gets 9x engagement.

Related resources

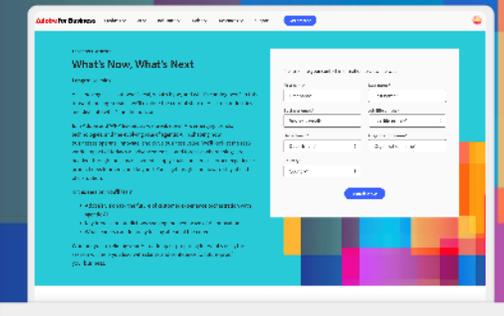
On-demand Episode 1: Foundations of Agentic AI for Business



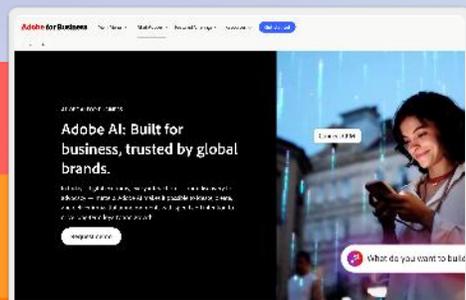
On-demand Episode 2: Navigating AI Adoption Across the Enterprise



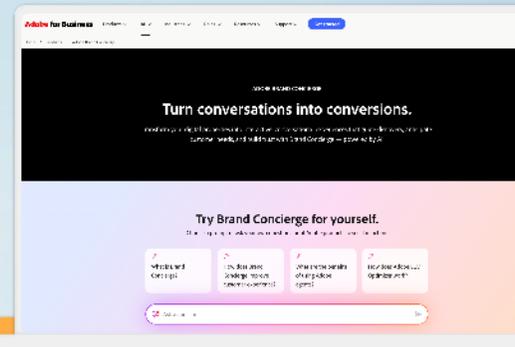
On demand Episode 3: AI Big Bets: What's Now, What's Next



Adobe AI for Business



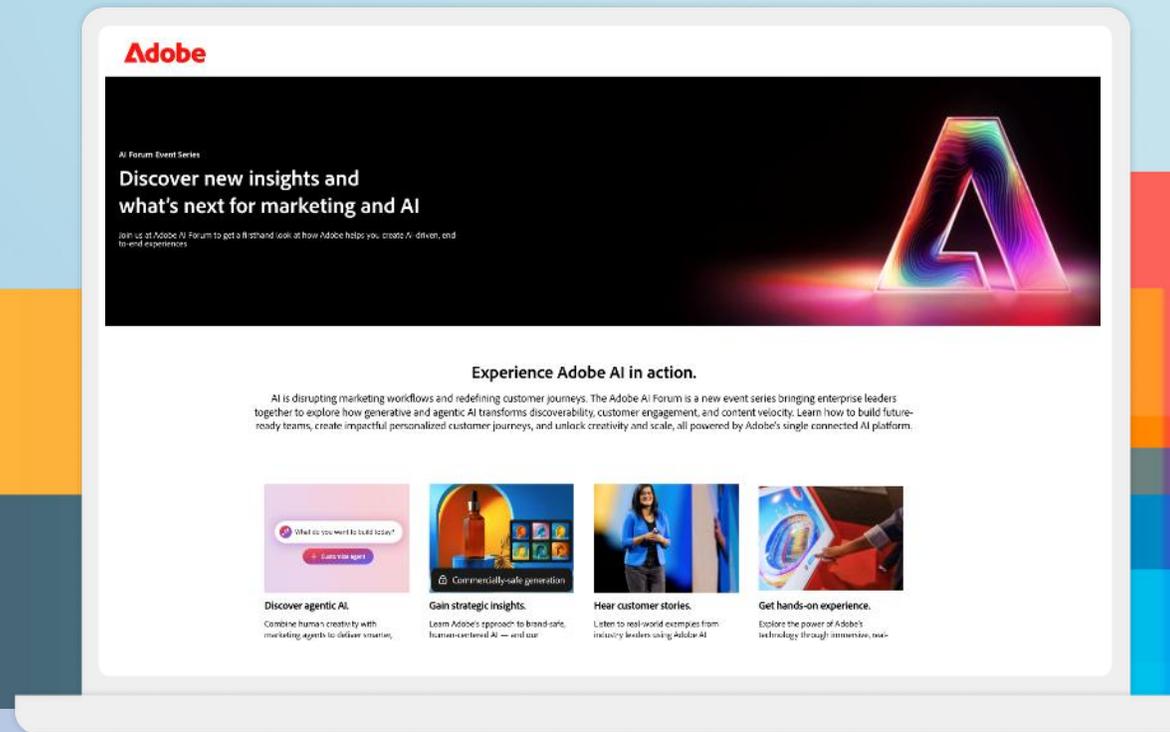
New! Brand Concierge: Turn conversations into conversions.



Related resources

AI Forum Event Series

Upcoming: Dallas (January 27)



Adobe