

Adobe on AI: *What's Now, What's Next*

Adobe



Today's speakers



Lindsay Morris

Senior Content Strategist,
Adobe



Emily McReynolds

Global AI Strategy,
Digital Strategy Group
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Chris Duffey

AI Product Strategy
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Hannah Elskar

Vice President, New
GenAI Business Ventures,
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Stephan Pretorius

Global Chief Technology
Officer,
WPP

Agenda

Preparing for AI today and the next 5 years

In conversation with WPP: AI big bets & ROI

Panel discussion: The next wave of AI Innovation

Q&A and resources



Preparing for AI today and the next 5 years



Emily McReynolds

Global AI Strategy, Digital Strategy Group,
Adobe



TAKEAWAY – the key to ROI is
focusing on workflows and upskilling.

Today

- Reevaluating workflows
- Going from pilot to scale for ROI
- Preparing SaaS tech stack shift to agentic interoperability
- Upskilling: Top skills for success with AI

Next

- Integration between internally and externally built agents
- GEO to AEO
- Small/medium customized models
- Upskilling: Strategy & creativity agents

GOVERNANCE



Access
Control



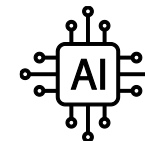
Security &
Privacy



Quality
Frameworks



Human-in-loop



Commercially
Safe - IP



Transparency &
Explainability

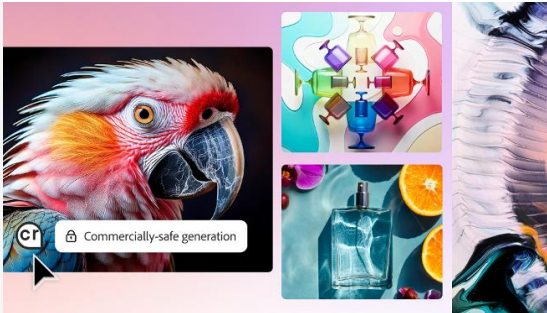
Betting on big changes vs specific products



**Workflows of
the future**



**Evolution and
merging of roles**



**Commercially
safe AI**



In conversation with WPP: AI big bets & ROI



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The next wave of AI innovation



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Key takeaways

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

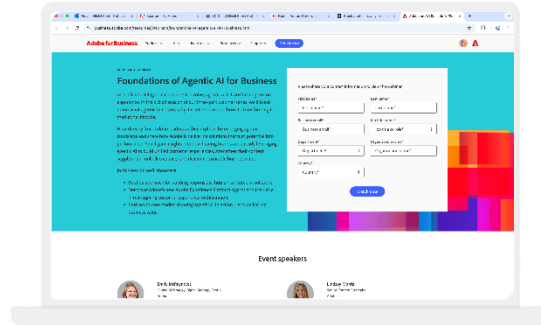
- Centralized agent building is important.
- Enable teams to build their own agents for translating processes into automation.



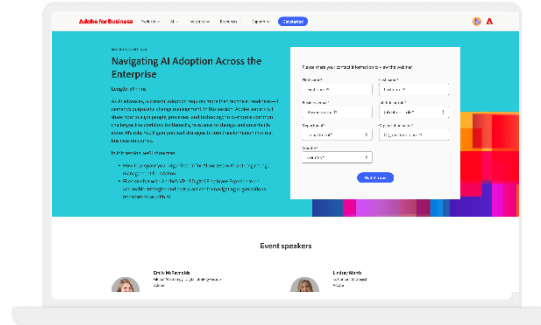
High impact Agentic Use Cases

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

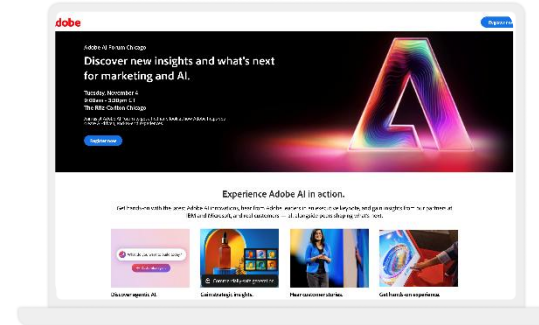
Related resources



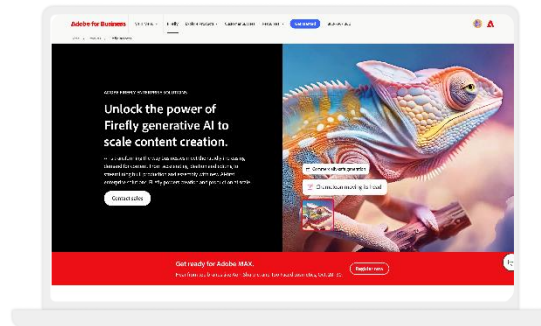
On-demand Episode 1: Foundations of Agentic AI for Business



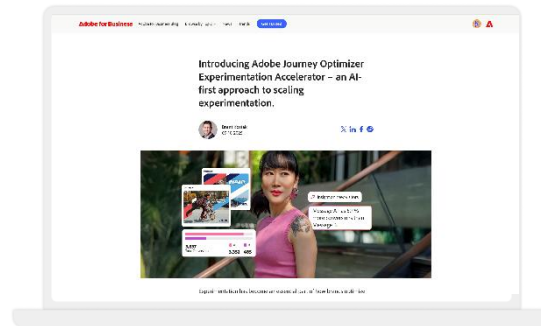
On-demand Episode 2: Navigating AI Adoption Across the Enterprise



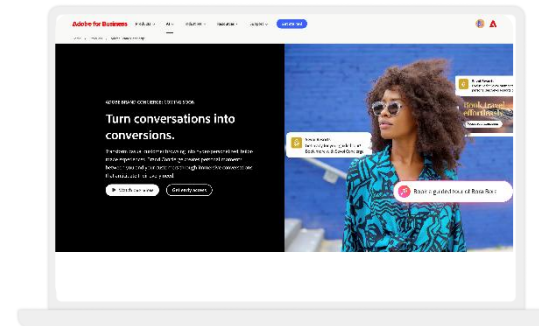
Upcoming 11/4: Adobe AI Forum Chicago



Unlock the power of Firefly generative AI to scale content creation.



New! Introducing Adobe Journey Optimizer Experimentation Accelerator



New! Brand Concierge: Turn conversations into conversions.



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