

# Adobe on AI:

## *What's Now, What's Next*

**Adobe**



# Today's speakers



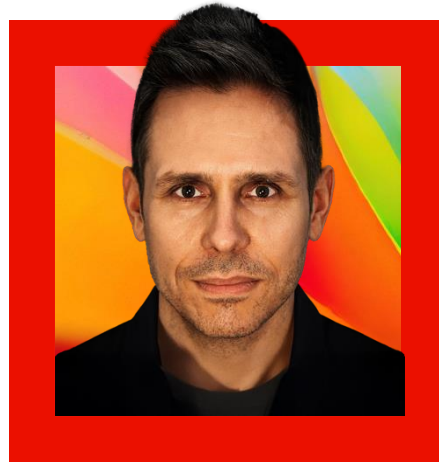
**Lindsay Morris**

Senior Content Strategist,  
Adobe



**Emily McReynolds**

Global AI Strategy,  
Digital Strategy Group  
Adobe



**Chris Duffey**

AI Product Strategy  
& Innovation,  
Adobe



**Hannah Elskar**

Vice President, New  
GenAI Business  
Ventures,  
Adobe



**Stephan Pretorius**

Global Chief Technology  
Officer,  
WPP

# Agenda

Preparing for AI today and the next 5 years

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In conversation with WPP: AI big bets & ROI

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Panel discussion: The next wave of AI Innovation

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Q&A and resources

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# Preparing for AI today and the next 5 years



## Emily McReynolds

Global AI Strategy, Digital Strategy Group,  
Adobe



# The state of AI: How organizations are rewiring to capture value

March 12, 2025 | Survey





# Overcoming two issues that are sinking gen AI programs

June 6, 2025 | Article



# Overcoming two issues that are sinking gen AI programs

June 6, 2025 | Article

CIO



Home • Artificial Intelligence • CAIOs drive better AI results, but companies still lag on AI leadership



by **Grant Gross**  
Senior Writer

## CAIOs drive better AI results, but companies still lag on AI leadership

Feature

Jul 24, 2025 • 5 mins



# Overcoming two issues that are sinking gen AI programs

June 6, 2025 | Article

## Gartner Survey Finds 45% of Organizations With High AI Maturity Keep AI Projects Operational for at Least Three Years

STAMFORD, Conn., June 30, 2025



by Grant Gross  
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## Solving the AI ROI puzzle

*How Chief AI Officers cut through complexity to create new paths to value*



مؤسسة دبي للمستقبل  
DUBAI FUTURE FOUNDATION





# The state of AI: How organizations are rewiring to capture value

March 12, 2025 | Survey





**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



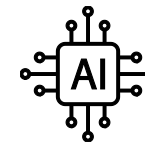
Security &  
Privacy



Quality  
Frameworks



Human-in-loop



Commercially  
Safe - IP



Transparency &  
Explainability



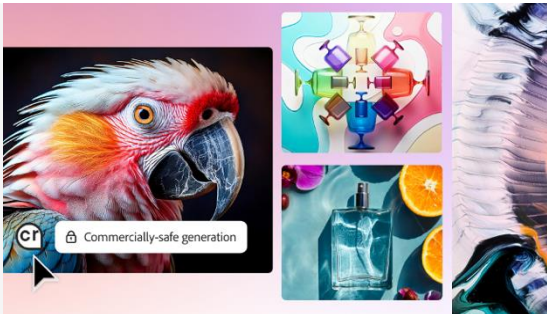
# Betting on big changes vs specific products



**Workflows of  
the future**



**Evolution and  
merging of roles**



**Commercially  
safe AI**



# Poll

How do you see your organization's state of AI?  
*(Select all that apply)*

A

**Piloting  
multiple  
vendors**

B

**Scaling GenAI,  
deployed to  
multiple roles**

C

**Adoption with  
proven ROI**

D

**Future-proofing  
your workflows**

# Poll

How do you see your organization's state of AI?  
*(Select all that apply)*

A

Piloting  
multiple  
vendors

**37%**

B

Scaling GenAI,  
deployed to  
multiple roles

**53%**

C

Adoption with  
proven ROI

**22%**

D

Future-proofing  
your workflows

**24%**

Poll  
results

# In conversation with WPP: AI big bets & ROI



**Hannah Elskar**

Vice President, New GenAI  
Business Ventures,  
Adobe



**Stephan Pretorius**

Global Chief Technology Officer,  
WPP

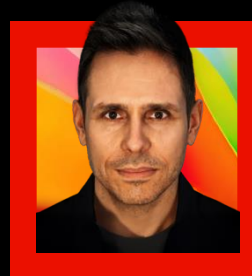


# The next wave of AI innovation



**Emily McReynolds**

Global AI Strategy,  
Digital Strategy Group  
Adobe



**Chris Duffey**

AI Product Strategy & Innovation,  
Adobe



**Lindsay Morris**

Senior Content Strategist,  
Adobe

# 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

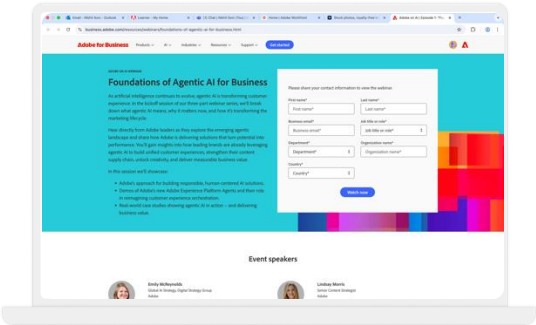
- Centralized agent building is important.
- Enable teams to build their own agents for translating processes into automation.



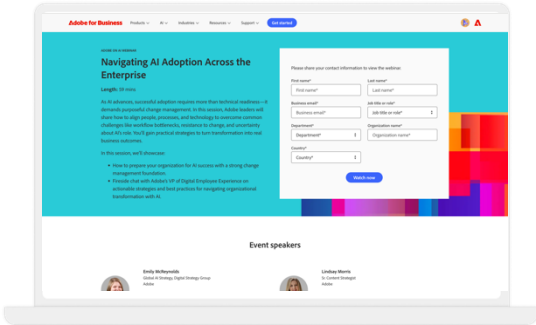
## High impact Agentic Use Cases

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

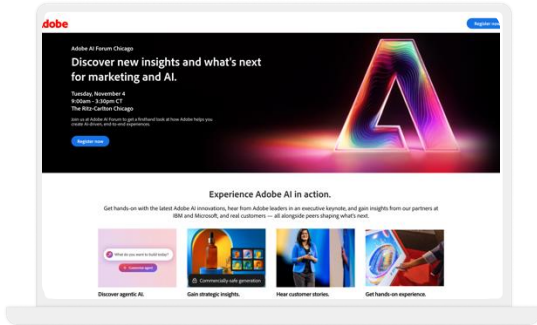
# Related resources



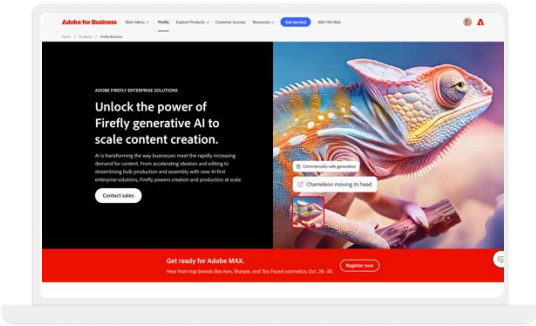
On-demand Episode 1: Foundations of Agentic AI for Business



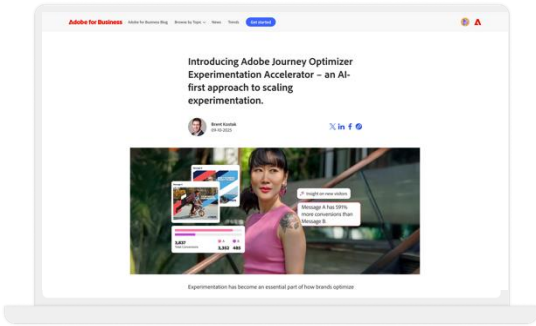
On-demand Episode 2: Navigating AI Adoption Across the Enterprise



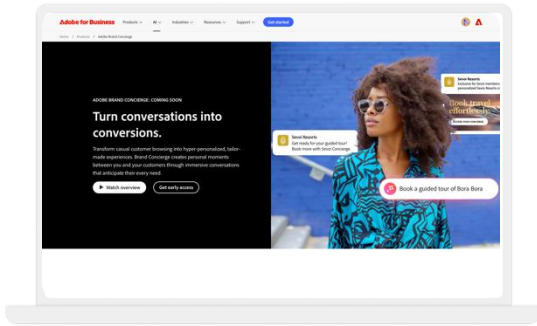
Upcoming 4/11: Adobe AI Forum Chicago



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



New! Introducing Adobe Journey Optimizer Experimentation Accelerator



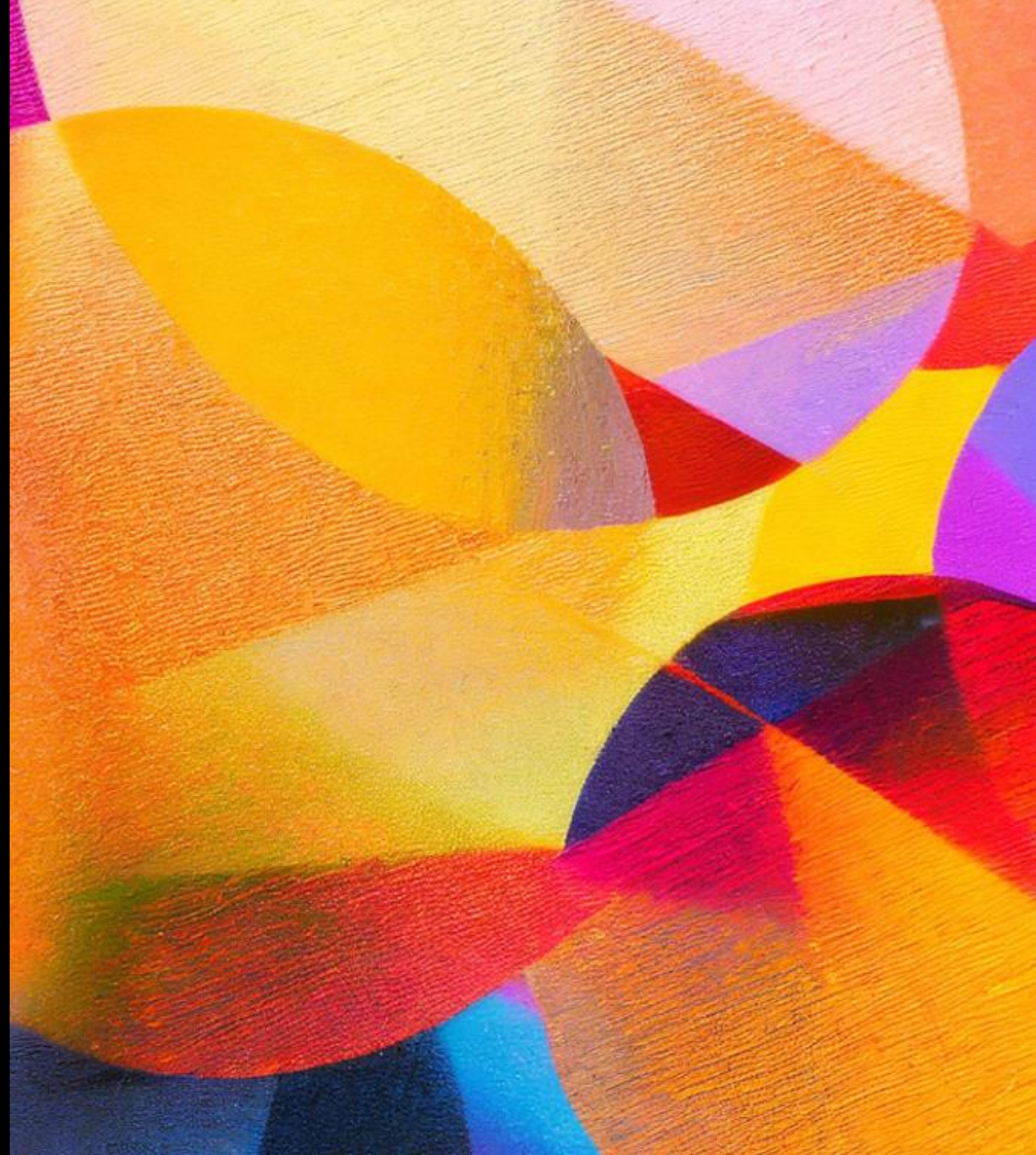
New! Brand Concierge: Turn conversations into conversions.





# Q&A

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