

Devyendar Maganti

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SUMMARY

Enterprise MarTech & AI Solutions Architect with 21+ years architecting and delivering customer experience solutions at Fortune 500 scale, including 6+ years at Adobe, architecting for their enterprise clients. Deep platform fluency across Adobe Experience Cloud, Google Marketing Platform, AWS & GCP paired with hands-on agentic AI architecture.

- **Adobe Experience Cloud:** Multiple Adobe expert-level Certifications across Real-Time CDP, Customer Journey Analytics (CJA), AJO and Adobe Analytics. Former Senior Solutions Architect – Regional Lead (India) and Senior Solutions Consultant at Adobe, covering Adobe Analytics, Target, AEP, RT-CDP, CJA, AJO, Marketo, Campaign and AEM.
- **Agentic AI & Enterprise Architecture:** Hands-on with LLM orchestration, RAG, MCP, multi-agent systems, LangChain / LangGraph, OpenAI Agents SDK, Google Antigravity and Anthropic Claude CoWork and Claude Code.
- **Enterprise Advisory & Collaboration:** C-level advisory for large enterprise scale engagements across APAC, EMEA and NA Regions. Partnered with Adobe product and engineering on 50+ technical collaborations and 25+ enhancement requests shaping AEP, CJA, and AJO roadmap input along with participating in Beta Test and AI Assistant Pilot.
- **Community Leader & Evangelist:** Founding leader of Adobe's official **Adobe Experience Platform User Group – Texas Chapter** (AEP, CJA & AJO), Adobe Experience League Level 6+ contributor, creator of open-source analytics standard at openKPIs.org, author and founder of AnalyticsThinking.com publication site and invited contributor to the "Applied Marketing Analytics" journal.

CORE COMPETENCIES

- **Adobe Experience Cloud:** AEP, Real-Time CDP, Customer Journey Analytics (CJA), Adobe Journey Optimizer (AJO), Adobe Analytics, Target, Marketo Engage, Campaign, AEM. Data modeling - XDM schemas, unified profile & identity resolution, Edge Network, Web SDK, Destination SDK, Query Service, API Management.
- **Agentic AI & ML:** LLM orchestration, RAG, Agentic RAG, Model Context Protocol (MCP), multi-agent systems Agent-to-Agent (A2A), Prompt & Context engineering, LangChain, LangGraph, Anthropic Claude CoWork, Claude Code, OpenAI Agents SDK, Gemini, Google Antigravity, HITL.
- **Enterprise Architecture & Cloud:** TOGAF-aligned enterprise architecture, microservices, event-driven pipelines; AWS (S3, ECS Fargate, Lambda), GCP (BigQuery, Looker, Pub/Sub), Azure, Databricks.
- **Data Governance & Privacy:** OneTrust, DULE Labels, ABAC, consent frameworks, encrypted Edge collection, regulatory alignment (GDPR / CCPA).
- **Analytics & custom CDP:** Composable / custom CDP on Databricks, Amplitude, Google Analytics 360, BigQuery, Tableau, Power BI for driving cross-channel orchestration, real-time segmentation, personalization at scale
- **Personalization & Experimentation:** AI-driven personalization strategies, recommendation engines, auto-personalization, and A/B + multivariate experimentation through Adobe Target. Prior experience with Google Optimize, Optimizely, and VWO.
- **Leadership & Advisory:** C-level stakeholder advisory, executive workshops, POV / POC leadership, cross-functional team leadership, product roadmap influence, co-innovation with engineering & product.

CERTIFICATIONS & EXECUTIVE PROGRAMS

- **Adobe:** Certified expert on **Adobe Real-Time CDP** Developer Expert, **Adobe Customer Journey Analytics** Developer Expert, **Adobe Journey Optimizer** Business Practitioner Professional, **Adobe Analytics** Architect Master, **Adobe Multi-Solution Architect** (MSA Bootcamp)
- **Agentic AI:** Anthropic Academy on Building with the Claude API, Model Context Protocol (MCP), Claude Code in Action, Claude 101, AI Fluency: Framework & Foundations
- **Cloud & Architecture:** Post Graduate Program in Cloud Computing - UT Austin focus on AWS and Azure.
- **Product Management: Pragmatic Institute** - Product Management (Foundations, Build, Focus)
- **Business, Strategy & AI/ML:** Strategic Management — IIM Bangalore, Business Analytics & Data Science — Indian School of Business (ISB)
- **Google:** Google Data Analytics, Google Digital Marketing & E-Commerce

PROFESSIONAL EXPERIENCE

Prudential Financial - Lead Platform Engineer

Sep 2025 – Present

- **Architected end-to-end AEP ecosystem** unifying behavioral, marketing, and CRM data across 6+ Salesforce instances, 4 Marketo instances, 2 Salesforce Marketing Cloud instances, enterprise data lake, and Adobe Analytics. Delivering a single governed B2B and B2C profile for Advisors and customers across six business lines.
- **Advisor Lead Intelligence** delivered stitching digital engagement, CRM, webinar, enterprise data lake, campaign, and consent signals into an Advisor 360° view. Powered SAL/SQL pipelines with **+54% MQL target achievement, +20% wholesaler productivity, and daily refresh** (vs. monthly).
- **Architected Personalized Journey with Secured Data Collection** Built complex identity stitching in RT-CDP across anonymous Adobe Analytics behavior, encrypted Adobe Edge Network PII collection, Salesforce, and Marketo real-time signals; activated through Adobe Target, Marketo, and Salesforce pipeline, generating **\$500K–\$1M incremental opportunity pipeline** with measurable conversion lift.
- **Designed scalable data architecture** with XDM schema modeling and advanced identity stitching across enterprise sources. Delivered stitched-profile attribution and CJA executive dashboards measuring ROI, lift, and engagement.
- **Drove CJA adoption and capability expansion** as platform advocate onboarded new use cases with marketing analytics and business stakeholders, designed cross-channel journey reports unifying web, email, campaign, and Salesforce data, and shaped Adobe enhancement requests to close enterprise functional gaps.
- **Implemented encrypted Edge data collection** for privacy-compliant sensitive data capture supporting real-time profile enrichment, and migrated Adobe Analytics to Web SDK for on-page personalization and faster CJA insights.
- **Architected custom AWS data pipelines** (S3, ECS Fargate, Lambda) orchestrating ingestion, transformation, and bi-directional activation across AEP Query Service, Marketo, Salesforce, and partner destinations with enterprise-grade error handling and observability.
- **Defined six-pillar data governance framework** goal-oriented ingestion, rule-based labeling (DULE), attribute-based access control (ABAC), audit and monitoring, consent synchronization via OneTrust and Prudential's Universal Consent Database, and data retention / lifecycle management.
- **Extended AEP activation reach** by building custom Destinations via Destination SDK and architecting LiveRamp integration for identity-resolved, hashed-PII paid media activation across paid social, display, and programmatic channels, accelerating partner time-to-activation and unlocking use cases beyond out-of-the-box connectors.
- **Led Journey Use cases with JO & AJO** designed cross-channel and multi-touch journey use cases integrating known and unknown user journeys across site and email campaigns. Designed 1:1 user personalized individualized communication with Advisors which drives the high impact and business critical rate communications to the advisors.

- **Served as voice of the customer with Adobe product and engineering** 50+ technical collaborations and 25+ enhancement requests shaping AEP, CJA, and AJO roadmap input. Provided feedback to Adobe Product Managers on RTCDP/CJA AI assistants during early beta customer testing. Drove executive workshops and platform enablement, accelerating adoption of real-time segmentation, journey targeting, and Target-driven personalization across web and mobile.

Savin Technologies Inc., (H-E-B & Prudential Financials) | Application & Solution Architect (Consulting)

Apr 2022 – Sep 2025

- **Architected end-to-end AEP ecosystem** unifying behavioral, marketing, and CRM data across Prudential Financials and PGIM business to drive real-time customer orchestration and customer journey analytics.
- **Led migration from GA360 to a Composable CDP** on Amplitude and Databricks, defined strategy, requirements, and data-ownership model, improving scalability and unlocking full control over behavioral data.
- **Architected event-driven data collection frameworks** across retail web and mobile apps, establishing scalable signal capture to power advanced analytics, experimentation, and personalization.
- **Directed Databricks pipeline and Tableau dashboard design** unifying e-commerce, loyalty, and POS data to surface omnichannel journey insights, guided data-engineering teams on integration patterns.
- **Shaped AI-driven retail personalization** partnering with Data Science on coupon targeting, cart-abandonment recovery, recommendation, experimentation, HITL workflows with personalized search, Marketing channel optimization, and search-intent use cases.
- **Established analytics governance** for Amplitude supported in defining event-tracking standards, data-integrity validation, and KPI frameworks defined jointly with Product, Data Science, and Engineering.
- **Delivered Cross-channel analytics** with GA4, BigQuery and Google Data Studio/Looker for sites on legacy analytics system and continue transition to building scalable analytics post migration on Amplitude and Databricks.

Adobe Inc.

Senior Solutions Consultant

Jun 2021 – May 2022

- **Pre-sales and technical advisory** for Adobe Experience Cloud for strategic customer accounts across India, partnering with Account Executives, Pre-Sales, and Customer Success to drive new and expansion of business.
- Led technical pre-sales engagements for prospective and existing enterprise customers scoping requirements, running discovery workshops, and translating business problems into Adobe Experience Cloud solution narratives spanning across AEP, RT-CDP, CJA, Analytics, Target, Marketo, Campaign, and AEM.
- **Designed and delivered customer-facing POVs, POCs, and solution demonstrations** showcasing feasibility and measurable value of Adobe platform capabilities to C-level and senior technical stakeholders.
- **Contributed to RFPs and technical proposals** shaping architecture approach, integration strategy, and value realization across complex multi-product deals.
- **Supported Adobe Account teams** with solution consulting on customer-journey analytics, real-time CDP, and personalization use cases, co-created industry-specific GTM narratives with regional leadership.

Senior Solutions Architect — Regional Lead, India & APAC

Oct 2017 – May 2021

- **Led end-to-end solution architecture engagements** partnering with Account Managers, Customer Success, Pre-sales, and Professional Consulting Services to design and present architectures spanning AEP, RT-CDP, CJA, AEM, Campaign, Marketo, Target, and Analytics.
- **Served as a trusted technical advisor** to C-level and senior IT stakeholders at high-profile customers on Adobe Experience Cloud adoption, omnichannel personalization, data unification, and advanced analytics.
- **Drove customer-facing POVs, POCs, and technical workshops** scoping requirements, demonstrating feasibility, and translating Adobe capabilities into measurable business outcomes through use-case storytelling.

- **Designed AEP data strategies** including XDM schema modeling, identity resolution, and segmentation approaches enabling unified customer profiles and external activation into DSPs and partner systems.
- **Facilitated executive and practitioner workshops** guiding customers on solution roadmaps, value cases, governance, and operationalizing personalization at scale.
- **Co-innovated with global Adobe architects and consultants** sharing best practices and repeatable solution frameworks, explored advanced analytics and AI / ML use cases (next-best-action, recommendation engines, marketing-mix optimization) directly with customers.
- **Brainstormed regional GTM and innovation initiatives** developing industry-specific solution narratives and demonstrating consulting thought leadership for India and APAC markets.
- **Select Adobe client engagements:** Led architecture and solution advisory for flagship Adobe customers across India and APAC, including Reliance Jio (flagship Adobe India engagement), HDFC, ICICI, Bajaj Finance, Samsung, Nedbank, Tourism Australia, and others spanning Adobe Experience Cloud adoption, AEP architecture, and omnichannel personalization strategy.

Mindtree Limited | *Technical Lead — Digital Analytics & Marketing*

Mar 2015 – Sep 2016

- Architected and implemented digital analytics strategies using Adobe Analytics, Google Analytics, and Snowplow — aligning solutions with client KPIs, data governance, security, and reporting needs.

Time Inc. (Meredith Corp.) | *Assistant Manager — Digital Analytics*

Jan 2009 – Feb 2015

- Managed analytics for high-profile brands (People.com, TIME.com, SI.com) — KPI definition, dashboards, insights, and video analytics initiatives.
- Led \$1M+ paid-search campaigns and competitive / social intelligence across Facebook, Twitter, and SEO, informing editorial and marketing strategy.

Earlier Experience | *Bloom Web Search (LSF Interactive), RST Web Solutions*

2005 – 2008

- Team Lead – Search Marketing at Bloom Web Search: led SEO / SEM execution, A/B testing, landing-page optimization, budget oversight, and performance reporting.

RESEARCH & PUBLICATIONS

- **A Governance Framework for Agentic AI in Enterprise Marketing: Introducing RIDE Protocol for Consent Enforcement, Execution Control, and Auditability** accepted for publication in Applied Marketing Analytics (Henry Stewart Publications) special issue on Governance, Safety, and Ethics in AI for Marketing Analytics. Paper introduces framework that addresses consent enforcement, execution control, and auditability for Agentic AI workflows.
- **From Touchpoints to Transitions: A Journey-Centric Approach to Customer Analytics** Published on Analytics Thinking (analyticsthinking.com), March 2026. Reframes customer analytics around journey state transitions rather than discrete touchpoints.
- **Unified Causal Measurement (UCM): A Direct Deflation Approach to MTA Under Privacy-Driven Signal Loss** Working paper, in preparation. Proposes a Direct Deflation method that corrects Multi-Touch Attribution models using Marketing Mix Modeling as a causal north star under conditions of consent-driven measurement loss.

EDUCATION

- Post Graduate Program in Cloud Computing — **The University of Texas at Austin**
 - Post Graduate Program in Business Analytics — **Indian School of Business (ISB)**
 - Strategic Management — **Indian Institute of Management (IIM) Bangalore**
 - MBA — **ICFAI University, India**
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▪ B.Sc., Computer Science — **Osmania University, Hyderabad, India**

PROFESSIONAL SOCIAL PROFILE:

LinkedIn: <http://linkedin.com/in/devyendarmaganti>

Adobe Experience League: <https://experienceleaguecommunities.adobe.com/t5/user/viewprofilepage/user-id/17551689>

Adobe Texas - AEP and Apps User Group/Chapter: <https://aep-augs.adobe.com/texas-chapter-adobe-experience-platform-and-apps-user-group>
