Hi everyone,my name is Jay Richman, I'm the Vice President of Creative Ad Experiences.

I'm a product manager by trade and I joined Amazon a little over two years ago by way

of Spotify where I spent the previous decade of my career.

I joined Amazon after having achieved everything I had set out to do in the world of

Audio because I saw the enormous opportunity Amazon Ads had in front of it.

It's actually quite rare to join such a successful, accomplished business that has more room ahead of it than behind it.

So my team is responsible for all of the creative ad formats that span

the Amazon store, Prime Video and Live Sports, Twitch, Alexa, Whole Foods Market.

Amazon operates a vast network that reaches millions of ad-supported users in the US

alone. And my team is responsible for designing ads that work across all of those

consumer touchpoints.

And for an advertiser that's trying to grow their business on top of Amazon, we're

Building tools that allow them to do so like never before.

**Democratizing creative tools**

We really want to democratize access to great creative for brands large and small.

And what we find is that the needs of each are actually quite different.

For smaller advertisers with low or no time, resource, budget or skills, for them to be able to bring their brands to life, we develop tools that are super simple to use.

So they're kind of going from zero, "I have like no creative. I stick with ads at the top of search," to being able to advertise using display and video and really get their brand out there. And then for larger brands, we want to helpthem scale their creative beyond itsoriginal intent. So we see huge opportunity to expand their creative horizons for brands of all sizes.

**AI-generated content**

So over the last 18 months, we've been on a steady march to introduce AI-generated content to our advertisers. It started off by introducing Image Generator, which allows us to create stunning backgrounds around product shots. For example, instead of advertising this mug on a plain white background, you could stage it in the setting just like this. Imagine it being in a coffee shop, giving you much richer context

around the product in a natural environment.

We followed up Image Generator with a product called Live Images, which adds subtle, natural looking movements to those stills. So instead of the image being static, imagine steam rising off like a hot cup of coffee, just a little bit of motion in order to like catch the eye and engage the consumer. After that, we introduced Video Generator, which takes motion a step further. It takes instead of subtle animations, it creates a short story, kind of a two-scene story in order for brands to increase the connection between

themselves and their shoppers. And all of that is just what we've already released.

We have a really exciting roadmap ahead of us .So please watch this space.

**Career opportunities in Creative Experiences**

Within Creative Experiences, we hire for a number of different disciplines.

We have applied scientists, we have science researchers, software engineers, product

designers, user researchers, product managers. Oh boy, I don't want to leave any

off. Those are just a few of the skills that we have and hire for here on the

team.

**The gen AI revolution**

This is such an extraordinary time to be working in technology.

We're at the forefront of a whole new paradigm shift with generative AI, a shift that comes around once if you're lucky, every decade, if not two.

And so it allows us to re-imagine just about all of our experiences through this new lens

and what's possible. And so what tends to happen is that you start to think through all of your existing experiences and how you can make them better by applying the new technology. And that is what we're on a very fast pace to doing.

I'm equally, if not more excited about the next wave of innovation, which is like what new experiences are going to be newly possible that you couldn't have done in

the old paradigm. And here I think creative is going to take a really front seat.

**Why Amazon Ads?**

So if you're an innovator out there, Amazon Ads is a great place for you to join.

What we're working on here in Creative Experience is almost entirely focused on innovation. There is no path that's paved in front of us. You get to join a company where you are the path paver. And to do so in a company that's got such great resources, such rich assets, yet maintains that entrepreneurial spirit and is completely optimized for

speed and innovation. I think this is a great place and a great time to be joining. And we know that we're just getting started.

So for a technology that's still so new, so nascent, and having such a big, meaningful impact for our customers, it really does show what the future potential of this technology and these products that we're developing will have.

**Our culture**

The type of people that really I see thriving at Amazon and within the Creative Experience team are inventors. We always talk about inventors wanted.

People who can imagine a world as it ought to be and not just live in the one that's

created. This is a team that's trying to re-imagine what's possible and then build towards it. One of the greatest tricks is to find your inspiration, kind of go out into the future, build up a whole world around you, and then make that a reality.

Those are the types of thinkers, creative thinkers, out of the box, people who push the envelope, think big, who are curious, that embrace new technologies, that embrace

new techniques. And these are some of the characteristics that I see being a great formula for success within the Creative Experience team and here at Amazon.

**Big resources, small teams**

One of the things that I found unique having joined Amazon is just how big and small it

could feel at the same time.Big in that you have all of these resources available to make you successful, yet we operate in small, relatively autonomous units designed for

speed and agility. This kind of combination of having access to all of these resources while not being encumbered working in a large organization, I think is incredibly unique to what I've experienced here at Amazon thus far.

**Three reasons to join**

So if you're interested in a career in Amazon ads, I'll give you three reasons why I think this could be an exciting opportunity. One is the people, the opportunity to work with world-class engineers, scientists, designers, and product leaders.

Two, it's just the complexity of being able to reach millions of ad-supported users all

across the Amazon network.

And three is impact. Helping brands build their businesses on Amazon is a tremendous benefit to both them and the consumers that they cater towards.

And so those are my three reasons for why I think Amazon Ads could be a great place

for you to grow your career.