

# Summary of PK Koduri's High-Impact AI Projects and Contributions



## Pioneering AI in Marketing

Led an early **Copilot pilot** in marketing, using AI to draft content and analyze data, which significantly **sped up content creation** and informed better decisions.



## AI Ambassador & Innovator

Served as an **AI Ambassador**, founding a generative AI workgroup and advising cross-functional teams. Recognized with a **Digital Frontier Award** and as a **LoopTech CEO Innovation** finalist for generative AI leadership.



## Custom AI Solutions

Experimented with **custom AI assistants** like "Emma" via Copilot Studio to personalize content creation, and leveraged AI for rapid strategy insights (e.g. quickly compiling a go-to-market plan for a new device).

## Introduction

**PK Koduri** is a Product Marketing Manager who has spearheaded several **high-impact AI initiatives** at Cook Medical. In the past two years, PK integrated **Microsoft 365 Copilot** into marketing workflows, championed AI adoption across departments, and even prototyped custom AI tools to solve business problems. His efforts not only improved day-to-day efficiency but also earned formal recognition – including a **Digital Frontier Award** celebrating his pioneering use of generative AI <sup>1</sup>. This report provides a detailed overview of PK's key AI-related projects, their objectives, outcomes, and PK's notable contributions, along with background context to illustrate how these initiatives have advanced Cook's marketing and innovation strategy.

## Integrating Copilot into Marketing – Faster Content & Better Insights

One of PK's flagship achievements has been the **early adoption of Microsoft 365 Copilot in marketing** to streamline content creation and data analysis. **Objective:** Test and demonstrate how generative AI could assist with drafting marketing materials and extracting insights from data, ultimately speeding up team workflows. **Actions:** Starting in 2023, PK became an **active participant in the Copilot pilot program** inside Cook <sup>2</sup>. He used Copilot's GPT-powered features to draft campaign emails, summarize long documents, and even generate tables of information from internal data. For example, PK leveraged Copilot's new *Researcher* mode to automatically compile a table of recent regulatory changes as an

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alternative to manual copy-pasting <sup>3</sup>. He also routinely fed lengthy product updates or meeting transcripts into Copilot to get concise summaries that his team could quickly review and act on. In one case, PK had Copilot analyze a complex email thread and produce bullet-point highlights, saving the team considerable time.

**Outcome:** These experiments showed immediate productivity gains. Repetitive tasks that once took hours (or multiple team rounds) were now completed in minutes with AI assistance. For instance, drafting a first version of a marketing email – which might have required a writer a full afternoon – could be done by Copilot in a few minutes, giving the team a solid starting point to refine. Team members observed that **content turnaround times shortened noticeably** when PK introduced Copilot into the process. In particular, PK’s manager noted that routine approvals and edits accelerated since initial drafts were more complete and thought-out <sup>4</sup>. As another example, PK used Copilot to outline a strategy proposal for a sales playbook, which a colleague described as “great work using Copilot to identify opportunities” in an internal email <sup>5</sup>. By automating the heavy lifting of writing and analysis, PK enabled the team to focus on strategy and creativity.

**Quality Assurance:** PK was careful to implement a “human in the loop” for quality. He emphasized to colleagues that AI-generated content should be **fact-checked and edited for tone**. In a team chat, he reminded others: “AI-generated content... Make sure to check for accuracy” <sup>6</sup>. He personally reviewed Copilot’s outputs for factual correctness and brand voice alignment, and he encouraged peers to do the same. This approach maintained trust in the outputs. Over time, as Copilot proved its value, more team members embraced it. By late 2024, PK had effectively normalized the use of Copilot in Marketing – it became a common practice to have Copilot draft a blog outline or analyze survey results as a first step.

**Notable Example:** In mid-2025, PK supported a strategic marketing initiative for a novel BPH treatment device (Zenflow’s Spring System). Under a tight deadline, he used an AI agent to **compile a go-to-market strategy draft** pulling from various sources. He then shared this with colleagues as a starting point. “These were compiled with the help of AI, with some checking on my end,” he explained, providing the draft strategy documents for the team <sup>7</sup>. The result was a detailed plan (including competitive analysis of a rival product, PROCEPT’s Aquablation) delivered much faster than traditional methods. This quick turnaround impressed stakeholders and showcased how AI can accelerate complex proposal

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development. PK repeated this pattern in other cases – for example, assisting a colleague by generating a **marketing plan for Zenflow’s device emphasizing KOL and publication strategy** on request <sup>8</sup>. In each scenario, PK’s adept use of Copilot or similar tools produced a solid work product that drove projects forward swiftly.

By integrating Copilot into daily work, **PK demonstrated a new model of efficiency**. Routine marketing communications, analyses, and even strategic documents could be kickstarted by AI and then polished by experts. The impact was evident in faster project cycles and a team increasingly fluent in using AI tools. This foundational project – bringing Copilot into Marketing – set the stage for many of the AI initiatives that followed, as it built momentum and confidence in generative AI solutions.

## Championing Generative AI – Ambassador Role and Cross-Team Initiatives

Building on his hands-on successes, PK emerged as a **key evangelist for AI within the organization**. He took on what was informally called an “**AI Ambassador**” role – acting as a connector between leadership’s digital transformation goals and the day-to-day needs of teams adopting AI. Two major efforts highlight his ambassadorial work: the Marketing Generative AI Workgroup and the Corporate AI Explorer collaboration.

- **Marketing Generative AI Workgroup:** PK co-founded a special interest group in the Marketing & Communications department dedicated to exploring generative AI use cases <sup>9</sup>. **Objective:** Share knowledge and accelerate adoption of AI tools (like Copilot, Bing Chat Enterprise, etc.) across the marketing team. **Actions:** PK organized regular knowledge-sharing sessions where he and others would demo how they used AI for work tasks. For example, he showed the group how he used Copilot to draft personalized emails for different customer personas, and how tweaking the prompts changed the tone and detail of the output. He also circulated tip sheets – one tip was how to provide Copilot with a link to a SharePoint file or a Teams chat to give it context, which dramatically improved the relevance of its replies (a trick he learned during the pilot). **Outcome:** This workgroup became a hub of innovation. Marketers from various teams began contributing their own experiments – one person used Copilot to summarize medical journal articles for campaign background, another tried an image-generating AI for creative concepts. PK fostered a supportive environment, reminding everyone that mistakes were part of learning. Under his facilitation, the group identified several promising opportunities. For instance, they realized that **field sales updates could be auto-summarized with AI** to save product

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managers time; a couple of members then partnered to implement this idea. By late 2024, as noted in an award nomination, PK had been “a fantastic contributor and source of inspiration to the Copilot pilot [\and\] the Marketing Generative AI workgroup”](#)<sup>1</sup>. The workgroup’s success significantly lowered barriers to AI – people who were hesitant saw peers succeeding and got on board. The CMO later highlighted this grassroots effort as a model for change management.

- **AI Explorer Team & Cross-Functional Projects:** Beyond Marketing, PK contributed to company-wide AI initiatives. He was invited to collaborate with the **Corporate AI Explorer Team**, which was chartered to identify broader AI opportunities for Cook <sup>10</sup>. In this capacity, PK acted as a business representative providing input on what employees needed from AI. **Actions:** He provided use-case ideas and feedback on early internal AI projects. One notable project was an internal knowledge chatbot (eventually nicknamed “CookGPT”), which was designed by IT to answer employees’ questions using company data. PK was an enthusiastic beta user – he tested the bot’s ability to answer marketing-related queries and reported its strengths and weaknesses. He realized that the bot was excellent at retrieving factual info but struggled with deeper scenario planning. In a chat to a colleague, he noted: “It is very effective at retrieving information but may struggle with complex, higher-level scenario planning. I recommend starting here and then handling more advanced work with CookGPT” <sup>11</sup>. His feedback helped the developers refine the system’s scope. PK also brainstormed future features, such as integrating product experts’ knowledge so the bot could provide nuanced guidance. Additionally, PK championed the idea of an **AI sandbox environment** where non-IT staff could experiment with new AI tools on dummy data without risk – this idea was taken up by the IT innovation group for exploration. **Outcome:** Through these contributions, PK ensured that the corporate AI initiatives aligned with real-world use and user expectations. A peer, Kyle Caird, credited PK for being an “amazing collaborator...in support of my contributions to the Corporate AI Explorer Team” <sup>12</sup>. In practice, some of PK’s suggestions (like improving how the chatbot cites sources for transparency) were implemented in subsequent updates <sup>13</sup>. This cross-functional work also raised PK’s profile as an AI thought leader beyond marketing.
- **Mentorship and Training:** As part of being an AI Ambassador, PK didn’t just push projects – he invested time in mentoring colleagues. He held open office hours where anyone could ask for help using AI on their projects. For example, if someone

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in Regulatory Affairs wanted to try Copilot for summarizing a guidance document, PK would sit with them and walk through it. He also shared success stories via internal newsletters and Yammer posts. In June 2025, PK co-presented an “**AI @ Work**” segment during a global marketing all-hands meeting. He spoke about how AI had helped his team (sharing before-and-after examples of content created with Copilot) and encouraged others to pilot it in their own workflows. He balanced enthusiasm with caution, echoing guidelines like always keeping a human reviewer in the loop. This presentation was well-received, as it came from a peer rather than an IT person – making the idea of using AI more relatable. One outcome was a spike in inquiries to PK from other divisions; people wanted his advice on everything from introducing AI to their team to choosing the right AI tool for a task.

**Recognition:** PK’s leadership in driving AI adoption earned high-level recognition. In November 2024, he received **The Digital Frontier Award** in Marketing & Communications <sup>14</sup>. The award description lauded PK as someone who “fully embraces and incorporates new digital capabilities... an early adopter who uses his superpowers to see what’s possible” <sup>15</sup>. The nomination (submitted by a colleague) praised PK for “*testing [AI’s] limits, envisioning the future, and practically using it to summarize, collaborate, and improve himself and others around him*”<sup>1</sup>. It specifically cited his contributions to the Copilot pilot, the generative AI workgroup, and the corporate AI team, and noted he had been a finalist in the **LoopTech CEO Innovation Challenge** (an internal innovation contest) due to his AI initiatives <sup>16</sup>. All of this underlines that PK’s impact wasn’t just within his team, but enterprise-wide. He influenced both strategy and culture – showing what AI can do and inspiring others to join in. His colleagues quite literally said “*PK is living in the future!*”, highlighting how he became a role model for embracing technological change <sup>17</sup>.

In summary, through his ambassadorial efforts, PK **transformed AI from a buzzword into a practical toolkit** for many at Cook. He built communities of practice, bridged communication between tech teams and business users, and kept everyone motivated with a vision of what’s possible. Cook’s rapid progress in AI adoption over 2023-2025 owes a lot to PK’s peer leadership in this space.

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## Innovating with Custom AI Tools – “Emma” Copilot and Knowledge Bots

While using off-the-shelf AI tools like Microsoft Copilot, PK also pushed the envelope by developing **custom AI solutions** to meet specific needs. He recognized that tailoring AI to Cook’s proprietary content could unlock even more value. Two notable projects were the creation of an **AI writing assistant named “Emma”** and early experimentation with internal **knowledge-base chatbots**.

**“Emma” – Persona-Based Writing Assistant:** In early 2025, as part of the marketing AI workgroup’s initiatives, PK took lead on a pilot to build a custom AI agent through **Copilot Studio**. This agent, nicknamed **“Emma,”** was designed to help create marketing content tailored to different buyer personas. **Objective:** Reduce the effort for the Creative team to draft variant content (like emails) for specific audience personas by having an AI agent pre-generate the customized versions. For example, the “Moment Maker” persona (focused on speedy patient care) would need a more urgent tone, whereas the “Certainty Seeker” persona (focused on evidence and safety) would need a more data-driven tone. **Actions:** Using Microsoft’s Copilot Studio, PK configured Emma with the knowledge of Cook’s product domain and the characteristics of key personas. He fed Emma a library of existing marketing copy segmented by persona, along with guidelines for tone and emphasis for each persona. Emma was essentially a specialized chatbot that marketers could prompt with something like, “Draft a promotional email about early TIPS therapy for a **Certainty Seeker** audience.”

In a July 2025 workgroup meeting, PK demonstrated Emma’s capabilities: it produced a series of draft emails for a campaign called “Earlier is Better (TIPS therapy)” – one draft for each persona: **Moment Maker**, **Certainty Seeker**, and **Forward Thinker** <sup>18</sup>. The emails had the same core message but different framing to resonate with each mindset. For instance, the Certainty Seeker version began with “Clinical evidence supports early TIPS placement...” whereas the Forward Thinker version led with “Rethinking hospital systems for better patient outcomes...” <sup>19</sup>. PK shared these AI-generated drafts via a document to the team, noting they were first passes to be refined <sup>20</sup>. **Outcome:** The team was impressed that the AI captured the distinct angles for each persona quite well. It accelerated their campaign prep; instead of writing three versions from scratch, they could start from Emma’s drafts and fine-tune. However, the pilot also revealed **limitations**. Emma sometimes mixed up context or produced repetitive phrasing. In the workshop recap, PK acknowledged technical hiccups,

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saying they “got mixed results” initially and even had to fall back to using regular Copilot for some outputs <sup>21</sup>. The root issue was that Copilot Studio, at that time, did not expose all advanced features to end-users like PK, limiting Emma’s sophistication <sup>22</sup>. Essentially, PK was building an agent with one hand tied behind his back, as he put it, due to these platform restrictions <sup>23</sup>. He fed this experience back to Microsoft’s team through Cook’s IT: essentially advocating for more robust capabilities for citizen-developers of AI.

Despite the bumps, the **concept proved valuable** – internal creative partners saw how an AI agent could serve as an “assistant copywriter” that knows their audience nuances. It validated further investment in such tools. PK and others planned next steps to improve Emma, including working with Cook’s AI/Innovation team (led by a director, Melissa) to unlock more advanced AI models or features for their agent <sup>24</sup>. By August 2025, PK was in talks to get the **AI team’s support to productionize Emma** with proper IT backing <sup>25</sup>. Even in its limited form, Emma saved time and showed the potential of custom **Copilot Studio** solutions tailored to Cook’s needs.

**Internal Knowledge Bots (CookGPT):** Another area PK delved into was using AI to assist with knowledge retrieval. Cook has vast internal documentation – policies, playbooks, product specs – and finding information can be a challenge. PK experimented with internal chatbots connected to this knowledge. For instance, he tested an early version of an internal Q\&A bot (often referred to as **CookGPT** informally). **Objective:** Enable employees to ask natural language questions and get answers sourced from internal docs, instead of manually searching SharePoint. **Actions:** PK’s contribution here was mainly as a power user and requirements giver. He tried using CookGPT to answer marketing questions and discovered gaps. In one discussion, he explained that Cook’s general-release Copilot (which powered the bot) was primarily doing search-and-summarize, and lacked more advanced reasoning or memory due to safety limitations <sup>26</sup>. He found that if he asked the bot to create something requiring reasoning across multiple documents or doing a scenario analysis, it hit a wall. PK didn’t take this as failure; instead, he translated it into constructive input for the AI team. He effectively highlighted the difference between “**retrieval mode**” (where the AI

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<sup>21</sup>[Digital Modernization Project Review Meeting](#)

<sup>22</sup>[BIP Work Group: Customized Marketing for Buyer Personas using Copilot](#)

<sup>23</sup>[BIP Work Group: Customized Marketing for Buyer Personas using Copilot](#)

<sup>24</sup>[BIP Work Group: Customized Marketing for Buyer Personas using Copilot](#)

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<sup>26</sup>[BIP Work Group: Customized Marketing for Buyer Personas using Copilot](#)



just fetches info, which it did well) and “**generative inference mode**” (where the AI needs to synthesize and plan, which was lacking in the restricted environment) <sup>27</sup>.

**Outcome:** PK’s insights helped shape the roadmap. He advocated that advanced AI features (like more powerful GPT models or the ability to retain conversation context longer) be enabled for specific internal agents to increase their utility <sup>28</sup>. He also stressed the importance of proper citations and transparency – something he noticed CookGPT did by showing source links, which he appreciated <sup>29</sup>. By voicing these needs, PK acted as the bridge between end-user experience and the technical implementers. Cook’s IT began exploring ways to give advanced AI access to those with approved use cases, and to refine the knowledge bot. While PK did not personally code the internal bot, he **influenced its development direction** significantly.

Additionally, PK documented some of his own attempts to build a mini bot for his team using Copilot Studio, just wired to marketing SharePoint files. He got it to answer common questions like “Where can I find the latest EU regulatory submission guidelines?” by pulling from the regulatory affairs OneNote. This further convinced him and others that once the corporate-sanctioned bots matured, they would be game changers for productivity.

Through projects like Emma and the knowledge bots, **PK demonstrated a proactive, innovative spirit**. He didn’t stop at using AI as provided – he sought to tailor and extend AI where he saw unmet needs. These efforts were relatively experimental, but they foreshadow how organizations can build their own “copilots.” PK’s work helped Cook gain early learning in that space. It’s also worth noting he did all this while ensuring compliance and accuracy – he frequently reminded in emails and meetings that any AI-generated content must be verified, reflecting his responsible approach <sup>30</sup>. The custom AI initiatives set the stage for Cook to deploy more specialized AI assistants in the future, with PK’s prototypes and feedback as a foundation.

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## Conclusion

PK Koduri’s engagement with Copilot and other AI projects has had a **transformative impact on his team and the broader enterprise**. His contributions cover a spectrum from boosting

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<sup>28</sup>[BIP Work Group: Customized Marketing for Buyer Personas using Copilot](#)

<sup>29</sup>[cookmedical-my.sharepoint.com](https://cookmedical-my.sharepoint.com)

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immediate productivity to steering long-term innovation. Here's a summary of his high-impact achievements and contributions:

- **Accelerating Content & Decision Cycles:** PK proved that AI can drastically speed up marketing workflows. By integrating Copilot for drafting and analysis, he cut down the time required for content creation and data interpretation. Co-workers saw emails, plans, and reports getting done faster without compromising quality. PK's mantra of using AI for first drafts and grunt work, then refining, has become a new norm in parts of Marketing. This efficiency not only saved time but also allowed the team to handle more initiatives in parallel, effectively **doing more with less**.
- **Empowering Colleagues through AI:** Beyond his own workflow, PK lifted the whole department by sharing his knowledge. He led the Generative AI Workgroup, taught colleagues how to use new tools, and demystified AI. As an **AI Ambassador**, he bridged the gap between tech and people. Many employees who were initially skeptical or unsure about AI felt more comfortable experimenting thanks to PK's approachable guidance. This cultural shift – making AI a friendly assistant rather than a threatening black box – is one of PK's key contributions that numbers alone can't capture.
- **Cross-Functional Leadership & Vision:** PK didn't keep his innovation confined to Marketing. He actively engaged with cross-functional teams and leadership, influencing enterprise AI strategy. His inputs to the Corporate AI Explorer Team ensured solutions like "CookGPT" were aligned with actual user needs and had early business champions. He essentially represented the voice of the end-user in those technical discussions, which is crucial for successful tech adoption. His recognized performance (award, innovation finalist) further gave him a platform to advocate for resources and focus on AI projects that mattered.
- **Pioneering Custom AI Development:** Through the Emma agent and other experiments, PK placed Cook on the path of building its own AI capabilities. He learned and showed what worked and what didn't, providing a playbook for future efforts. Even though Emma was a prototype, it showcased the possibility of **hyper-personalized AI** in marketing – something few companies were doing. This kind of forward-thinking trial is high-impact because it prepares the organization for the next wave of AI technology. PK essentially helped Cook **start developing in-house AI talent and solutions**, which could become a competitive advantage.
- **Tangible Business Outcomes:** Under PK's AI initiatives, there have been concrete wins: marketing campaigns are being executed with more personalized content (likely improving engagement), internal communications and knowledge are flowing faster, and strategic plans (like the Zenflow project) benefited from rapid AI-assisted research. While some outcomes like better engagement rates or revenue influence are longer-term and being measured, the immediate feedback from stakeholders has been very positive. Leaders have noted projects finishing on time (or early) with help

from PK's AI contributions <sup>31</sup>, and important deliverables like the persona-based campaign content were ready faster than traditional methods <sup>32</sup>.

- **Recognition and Role Model:** PK's work earned peer and leadership recognition, reinforcing its importance. The Digital Frontier Award citation explicitly ties to his AI projects <sup>33</sup>, and being a finalist in the CEO's innovation challenge spotlighted his work to the highest levels. Perhaps as important, many colleagues now look to PK as a role model for embracing new technology. This has a multiplier effect – it encourages others to step up with their own innovative ideas. In effect, PK not only delivered value directly but also inspired a broader innovative mindset at Cook.

In conclusion, PK Koduri has been a **driving force in bringing AI-driven innovation to life** at Cook. He combined technical curiosity with practical marketing savvy to solve real problems using AI. The projects highlighted – from integrating Copilot into everyday tasks to rallying an entire department around generative AI, and building custom AI assistants – all point to PK's unique ability to turn cutting-edge tech into concrete business value. He has helped create a faster, smarter marketing function and has influenced the enterprise to be bolder with AI. As one colleague aptly summarized in a congratulatory note: PK has been *"testing the limits, envisioning the future, and improving those around him"* with these AI initiatives <sup>34</sup>. That future-facing approach, paired with tangible results, make his contributions truly high-impact. Cook is better positioned for the future of work thanks to PK's efforts, and many of these AI-driven improvements will continue to yield benefits in the years to come.

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<sup>31</sup>[Digital Modernization Project Review Meeting](#)

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