



## David Wadhvani

### Senior Vice President and General Manager, Digital Media Business Unit Adobe Systems Incorporated



As senior vice president and general manager of the Digital Media business unit, David Wadhvani leads Adobe's development of solutions for content publishers, digital artists and storytellers, and application developers. He oversees the full range of the creative products from core content creation for photography, imaging and video to interactive media using HTML5 and Flash® technology to efficiently and richly target the increasing number of mobile devices and internet connected televisions. Wadhvani is also responsible for end-to-end media solutions for digital publishing and video distribution and monetization, as well as Adobe's document exchange services, which provide leading productivity tools for businesses around the world.

Prior to his current role, Wadhvani was vice president and general manager of Adobe's Platform business unit. He joined Adobe in 2005 through the acquisition of Macromedia, where he was vice president, responsible for Macromedia's developer products. Prior to his time at Macromedia, Wadhvani founded and managed iHarvest, a Web content-management company that was acquired by Interwoven. He also worked in Business Intelligence at Oracle.

Wadhvani is on the board of directors of the San Francisco Education Fund and sits on the Brown University Advisory Committee on Computing and IT. He earned a Bachelor of Science degree in computer science from Brown University.

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