

# Executive Profile

**Alan S. Ramadan**  
Senior Vice President,  
Mobile and Device Solutions Business Unit  
Adobe Systems Incorporated



As senior vice president of the Mobile and Device Solutions Business Unit, Al Ramadan is responsible for delivering solutions that enable mobile and device companies to differentiate their offerings and build new businesses. Under Ramadan's leadership, products such as Macromedia® Flash Lite™ and FlashCast™ have become critical to carriers, operators, handset and consumer electronic device manufacturers, designers and developers for the delivery and use of rich data services for mobile devices.

Ramadan joined Adobe through the company's acquisition of Macromedia, Inc. in December 2005. At Macromedia, Ramadan was the executive vice president and general manager of the Mobile and Devices Division and performed similar responsibilities to his current role. He previously served as chief marketing officer at Macromedia from 2002 to 2003 – responsible for the “Experience Matters” positioning and strategic agenda. Ramadan was a member of Macromedia's board of directors for two years before joining Macromedia in 2001.

Prior to joining Macromedia, Ramadan was chairman, co-founder, president and CEO of Quokka Sports from 1996 to 2000. Ramadan served as CEO of Fluid Thinking from 1992-1995 and founded OzWare, an Australian software development company in 1990. Prior to 1990, Ramadan was a mathematician and computer scientist at BHP Steel.

Ramadan graduated from Monash University with a dual degree in computer science and applied mathematics and later graduated from Stanford University's Executive Program for Growing Companies.

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