

# Executive Profile



**Bruce Chizen**  
Chief Executive Officer  
Adobe Systems Incorporated

---

Chief Executive Officer Bruce Chizen's customer-focused vision has transformed Adobe into one of the world's largest and most diversified software companies in terms of revenue, global reach and breadth of products. Since his promotion to CEO in 2000, Chizen has more than doubled Adobe's revenue and turned a company known mainly for its popular design products into one of the most significant forces in the software industry today.

Under Chizen's leadership, Adobe acquired Macromedia, Inc. in 2005 in a transaction valued at approximately \$3.4 billion. The acquisition brings together some of the industry's strongest software brands and most ubiquitous technologies, and accelerates Adobe's strategy to provide a powerful software platform that scales from mobile devices to enterprise servers. With this platform, Adobe has access to more desktops and end users than any other technology vendor.

In addition to growing Adobe's leadership in design and publishing software, Chizen has led the company's expansion into new markets, from enterprises and knowledge workers to high-end consumers. During Chizen's tenure, Adobe has consistently ranked near the top of Fortune Magazine's annual report on the "100 Best Companies to Work For."

Prior to becoming CEO, Chizen was executive vice president of worldwide products and marketing. At Adobe since 1994, he was previously vice president and general manager of both the professional graphics division and Adobe's consumer division.

From 1980 to 1983, he worked in Mattel Electronics' merchandising group, helping grow it to a \$500 million business. In 1983, Chizen joined Microsoft Corporation as the company's eastern region sales director. In 1987, he joined Claris Corporation as a founding senior manager and later held positions as vice president of sales and of worldwide marketing before becoming vice president and general manager of Claris Clear Choice.

Chizen holds a bachelor's degree from Brooklyn College, City University of New York. He currently serves on the boards of Synopsys, Inc. and the PBS Foundation.

Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit [www.adobe.com](http://www.adobe.com).

