

# Executive Profile

**David Mendels**  
Senior Vice President,  
Business Productivity Business Unit  
Adobe Systems Incorporated



As senior vice president of the Business Productivity Business Unit, David Mendels leads Adobe's development of comprehensive, integrated technologies and solutions for the desktop and enterprises who want to engage their customers and constituents with information more efficiently and effectively. He oversees Adobe products such as the award-winning Adobe® Acrobat® Family for communicating and collaborating more securely with PDF and Adobe LiveCycle™ Enterprise Suite (ES). LiveCycle ES helps enterprises to more effectively engage customers, constituents, partners, and employees in key business processes that extend outside their organizations.

Mendels joined Adobe through the company's acquisition of Macromedia, Inc. in December 2005. At Macromedia, Mendels served as executive vice president and general manager for Macromedia's tool and server product division. In this role, Mendels directly managed the product marketing, management and development of Macromedia's MX products including the Flash® and Flex™ line, Macromedia Studio 8 and ColdFusion® software.

Mendels began his career in Macromedia's international department in 1992. He led Macromedia's Japan field operations including all sales and marketing. After returning to the United States in 1995, Mendels held positions running business development and alliances as well as general management of a number of Macromedia product groups, playing a major role in the development of Macromedia's product and business development for more than 10 years.

Mendels earned a master of arts degree in Japanese studies from the University of California at Berkeley and a bachelor's degree in East Asian studies from Wesleyan University.

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