



Prativa Mohapatra

Vice President & Managing Director, Adobe India

Prativa Mohapatra is an accomplished business leader with nearly three decades of experience in the global technology industry. As Vice President and Managing Director of Adobe India, she oversees the company's enterprise business, driving strategy, customer engagement, and market growth. She also provides executive oversight for government relations and serves as the executive sponsor for Adobe's CSR initiatives in India.

Over her career, Prativa has built and scaled high-performing teams, led large-scale business transformations, and driven the adoption of emerging and disruptive technologies. Prior to joining Adobe, she held senior leadership roles at IBM, including Vice President of Digital Sales for Asia Pacific. Across her tenure at IBM, she led diverse sales organisations, scaled teams in high-growth environments, and consistently focused on customer excellence. She began her career at PwC and has also played a role in evangelising Cognitive Solutions and Artificial Intelligence technologies.

Prativa serves on the Executive Council of NASSCOM and has been widely recognised for her impact on India's technology ecosystem. Her honours include being featured on Fortune India's *Most Powerful Women* list, Business Today's *Most Powerful Women in Business*, and Businessworld's *Most Influential Women*. She is known for her people-first leadership style and her commitment to building inclusive, high-performing organisations.

She holds a Bachelor of Technology in Computer Science and Engineering from NIT Rourkela and is a recipient of the institute's prestigious Distinguished Alumnus Award. Prativa also completed her post-graduation in Management, specialising in Systems and Finance, from the Xavier Institute of Management, Bhubaneswar. A sports enthusiast, Prativa is based in Gurgaon, where she lives with her husband, an entrepreneur, and their daughter.