



Yew Hwee Ng

Senior Managing Director,
Adobe Greater China



Recognised as a measured and diligent leader, passionate about changing the world with digital technology.

He has been applying his experience and interests in leading Greater China to bring industry-leading Adobe solutions to local customers. Under his leadership, Adobe's business in the mainland China, Hong Kong and Taiwan region has enjoyed ongoing growth and extended coverage to operations in Beijing, Shanghai, Guangzhou and Shenzhen.

Yew Hwee is especially proud of introducing Adobe Creative Cloud to the mainland China market in November 2016, bringing a subscription model and a tailor-made cloud delivery model to mainland customers for the first time.

"These are significant milestones for Adobe China that have helped our customers accelerate their business transformation in the digital world," Yew Hwee says.

Yew Hwee has more than 20 years' experience in the technology industry beginning at IBM, where he has held various management roles. He joined Adobe through the acquisition of Macromedia in 2005, where he was leading ASEAN and South Asia for several years.

Yew Hwee lives in Beijing with his family. Music is an important part of his life and Twenty-one Pilots is currently his favourite band. He is also very active at sports, playing soccer regularly on weekends.

If Yew Hwee were not working for Adobe, he would be a talent scout looking to uncover the next great rock band.

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