



Media Alert

Adobe appoints Marta DeBellis as new Head of Marketing for APAC

Sydney, AUSTRALIA — Dec.7, 2015 — Adobe has appointed Marta DeBellis as the new Vice President, Marketing for the company's Asia Pacific operations, stepping into the position recently vacated by Hisamichi Kinomoto, who has resumed a full-time focus on the company's important market in Japan. DeBellis will report to Adobe CMO Ann Lewnes, and work alongside Paul Robson, APAC President.

Over the last two years, Marta has led global campaign planning for Adobe's Digital Marketing business as well as driven co-marketing strategies worldwide with Adobe's Digital Marketing partners including large global agencies and system integrators from her home country, the United States. This appointment marks her return to the APAC region.

DeBellis is a 20 year marketing veteran in global strategic marketing and business development in the areas of technology, content, campaign and partner marketing. Prior to joining Adobe, DeBellis was Vice President, Group Account Director at MRM/McCann in Salt Lake City managing the Intel and Microsoft accounts for the agency. DeBellis joined McCann from Intel Corporation where she started in 1992. Her last position with the company was Director, Digital Home Brand & Campaigns for Intel's Asia Pacific business, while living in Bangkok, Thailand.

DeBellis said, "I'm looking forward to bringing my family back to APAC with our move from Park City, Utah to Adobe's Sydney headquarters. It's an exciting next step in my international career and our adventure together as a family."

"The digital era has brought unprecedented change and opportunities for consumers, marketers and businesses in APAC. It is an exciting time to be at Adobe, an organisation whose vision and technology bring together creativity, content and data insights to enable compelling and seamless experiences across every device."

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/au. For updates and news about Adobe Australia, follow us on [Twitter](#) or like us on Facebook at [AdobeANZ](#) and [AdobeStudentsANZ](#).

###

© 2015 Adobe Systems Incorporated. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.