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Damon Scarr to lead sales for Adobe Advertising Cloud in Asia Pacific, Philip Cronin joins Adobe to lead partner engagement

Sydney, Australia — 22 January 2018: Adobe has appointed Damon Scarr into the new role of Head of Ad Cloud Sales for Asia Pacific (APAC), announcing Philip Cronin will join Adobe to lead partner engagement, including the launch of a Partner Reseller Program in the region.

Following four successful years leading the development and expansion of the Adobe Partner business in APAC, Scarr will take on responsibility for the enterprise sales go-to-market strategy and growth acceleration for Adobe's Ad Cloud business across the region.

As media consumption increasingly shifts to mobile devices, delivering relevant customer experiences is a key focus for brands across APAC. With deep integration into Adobe Experience Cloud, Adobe Advertising Cloud is uniquely positioned to deliver personalised advertising experiences at scale.

Paul Robson, President Adobe Asia Pacific, said: "Damon has built our successful Partner business in APAC over the past four years and led significant transformation programs for our customers. His appointment into this new role reflects the importance of our Ad Cloud focus and growth strategy across the region."

Cronin brings extensive corporate experience to Adobe, including 18 years with Intel, four of those years as Director for APAC and Japan, where he worked closely with Fortune 500 companies and partners. Most recently he was a Director at eClipse Innovation, a business consultancy focused on delivering business and sales strategy, change management, advisory, marketing programs and innovation solutions for businesses in APAC. Cronin is an advisor to Australian and international governments and has served as Chairman of the Australian Information Industry Association (AIIA).

"Philip is an experienced leader with a strong record of driving innovation, sales and the partner business," said Jay Dettling, Vice President, Adobe Global Partners. "As we enter this next phase of growth in APAC, partners are critical to our strategy. I'm thrilled to have Philip at the helm to lead the region into exciting new opportunities, including our reseller program."

Robson said: "I am excited for Philip to join our team and lead the expansion of Adobe's partner offering in APAC. Adobe partners with the best agencies, consultancies and technology providers in the region and Philip's experience will further strengthen our engagement with partners to deliver exceptional experiences and innovation for customers."

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