

# Ann Lewnes

Executive Vice President and Chief Marketing Officer  
Adobe



Ann Lewnes watched too much TV as a kid. This admission, and her passion for creativity and media still drive her as Adobe's CMO and are reflected in the company's groundbreaking marketing campaigns. Creativity is only half the equation, as under Ann's leadership, Adobe's marketing organization has pioneered the shift to digital – deploying a comprehensive set of digital marketing solutions, establishing an insight-driven culture and setting a template for marketing's strategic impact on business.

As CMO, Ann oversees Adobe's corporate brand, communications and integrated marketing efforts worldwide. She's managed the expansion of Adobe's brand and marketing initiatives as the company has become a leader in cloud-based solutions for Digital Marketing, Document Services and Creative. As champion of Adobe's brand to employees and the community, she also oversees Adobe's internal communications and Corporate Responsibility efforts, including the Adobe Foundation, which funds philanthropic initiatives around the world.

After graduating from Lehigh University with a degree in international relations and journalism, Ann planned to become a journalist, but a chance opportunity at Intel sparked the beginning of her career in marketing. At Intel, Lewnes helped build global demand for the Intel brand from consumers, business professionals and key computer channels. She was part of the team that managed the highly successful "Intel Inside" program and oversaw groundbreaking campaigns, including the launches of the Pentium® and Centrino® processor brands. She joined Adobe in 2006.

Ann is a member of the American Advertising Federation's Hall of Achievement and serves on the boards of Mattel and the Ad Council. She has been named the third most innovative CMO in the world by *Business Insider*, one of the world's most influential CMOs by *Forbes* and to the *AdWeek 50*, an annual celebration of the most indispensable executives across marketing, media and technology. In 2015, *Ad Age* named her to The Creativity 50, a list honoring the most creative people of the year.

Despite all this, she still watches too much TV.

If Ann were not at Adobe, she'd be a roadie for a band. Follow her on Twitter [@alewnes](https://twitter.com/alewnes).

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