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## Adobe appoints Alan Chan as General Manager of Digital Media for Hong Kong and Taiwan

**Hong Kong — May 22, 2017** — Adobe today named Alan Chan as general manager of Digital Media for Hong Kong and Taiwan. In this role, Alan will be responsible for driving and operating the company's digital media business, comprising Creative Cloud and Document Cloud businesses in both markets. Based in Hong Kong, he will report to Yew Hwee Ng, senior managing director of Greater China.

"We are delighted to have Alan join the Adobe Hong Kong and Taiwan team," said Yew Hwee Ng. "New technologies are disrupting the creative canvas with a vast change in creatives' behaviour and needs. Adobe is providing them with the vision and the capabilities to create in ways they never imagined. I believe Alan's ample enterprise experience will bring our digital media business to the next level."

Chan most recently served as director of the Public Sector Group at Microsoft Hong Kong where he managed enterprise-level relationships, and developed strategies in the public sector. Prior to that, he served as their National Technology Officer responsible for the delivery of technologically relevant and scalable solutions in Hong Kong.

Before joining Microsoft, Chan served in a diverse range of roles in other sizable technology companies including Cisco, Network Associates, Jardine OneSolution and Redknee Inc. He is experienced in developing business strategies, expanding partner ecosystems and boosting business growth with proven success.

"I'm very excited to join Adobe and lead the creative business in Hong Kong and Taiwan," said Chan. "Adobe is uniquely positioned in creative industry, and I am looking forward to working with Hong Kong and Taiwan customers to enable them to express their ideas in mind at any time, any place with great efficiency."

Chan holds a bachelor degree in Engineering from the University of Hong Kong.

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