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Adobe Appoints Sunder Madakshira as Head of Marketing for India

NEW DELHI, India - May 17, 2017 - Adobe today announced the appointment of Sunder Madakshira as Head of Marketing for its India business. In this role, Sunder will lead the local brand campaign and marketing efforts for Adobe India, which is a strategic growth market for the company globally. He will report to Marta DeBellis, Vice President of Marketing for Adobe Asia Pacific.

“Today, digital is changing the way customers interact, work and relate to brands around them. With its strong foundation on content and data, Adobe is uniquely positioned to help brands chart digital transformation strategies that deliver amazing experiences for their customers,” said Marta DeBellis. “India continues to be one of our fastest growing markets in the region, and we see our marketing strategy here playing a key role in furthering our brand and growth plans. We are excited to have Sunder join Adobe to spearhead the marketing function in India, and are confident that his depth of experience will help us strengthen our brand’s leadership in this strategic market.”

Over the last two decades, Sunder has had a strong track record working with some of the big brands in India including SAP, Wipro, Hindustan Unilever and VISA, where he contributed in roles across marketing including: branding, product marketing, demand generation, public relations, corporate social responsibility, government relations and talent branding. In his most recent assignment, Sunder was heading the marketing division at EdgeVerve Systems, the product subsidiary of Infosys Limited.

Sunder is an active participant in various industry forums in India including ASSOCHAM, NASSCOM and CII, and an avid [blogger](#). He holds a Post Graduate Diploma in Management from T. A. Pai Management Institute, Manipal, and completed his Graduation in Engineering from Bangalore University.

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