



Press Contacts

Celest Lim
Adobe
+65 6511 9959
celim@adobe.com

Jamie Tan / Emelyne Sng
Text100 for Adobe
+65 6603 9000
AdobeSG@text100.com.sg

Adobe appoints Nick Boyle to lead Experience Cloud sales in Asia Pacific

Singapore — 3 November 2017 - Adobe has appointed Nick Boyle into the new role of Managing Director, Experience Cloud Sales - APAC reporting to Paul Robson, President of Adobe Asia Pacific.

Robson said: "Delivering seamless and connected experiences has become the top agenda for businesses across Asia Pacific. We're excited to have Nick onboard to accelerate our leadership position in this area.

"Nick's focus is on unlocking and driving new growth opportunities across the region; partnering closely with customers to understand their business challenges and drive intelligent, intuitive and effective experiences with Adobe Experience Cloud."

Boyle brings 20 years' experience in the software, data and analytics markets across Asia Pacific. Most recently, he held the role of Managing Director, Southeast Asia and Emerging Markets at Experian where he was responsible for day-to-day operations, sales, marketing and GTM strategy.

He will be based in Adobe's Singapore office and travel frequently to support Adobe's operations in Australia/ New Zealand, Southeast Asia, Korea, India and Greater China.

Boyle said: "It's an extremely exciting time to be joining Adobe. Best-in-class technology, amazing customers and fantastic people inside our organisation will allow us to continue our growth trajectory in Asia Pacific.

"Across the region we are in a unique position to support and empower our customers as they embark on digital transformation journeys and deliver amazing customer experiences."

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea. Information and news on Adobe Southeast Asia can also be found on the official Facebook page (<http://www.facebook.com/AdobeSEA>).

###