



## Alvaro Del Pozo

Vice President of Marketing  
Adobe Asia Pacific



Alvaro believes the opportunity for marketers to design and deliver exceptional experiences to Asia Pacific's nuanced cultures and consumers has never been greater. In today's era of experience, a new business mindset is required and marketers are firmly at the heart of driving this change – an opportunity he knows well.

Alvaro's extensive experience in the unique Asia Pacific and Japan regions includes leadership roles connecting with audiences across consumer, small business, enterprise and public sector segments.

Prior to joining Adobe in January 2018, Alvaro was the COO and served on the board of OneAffiniti Australia, helping global brands deliver impactful messages with IT influencers. Alvaro also spent 17 years at Dell, spearheading the company's digital transformation in the region, and leading growth initiatives including the successful launch of new products in India and China.

As Vice President of Marketing, Adobe Asia Pacific, Alvaro drives the brand, thought leadership, demand generation, measurement and insights strategies spanning the enterprise and CSMB segments.

Adobe is changing the world through digital experiences.

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