



Yew Hwee Ng

Senior Managing Director, Greater China, Adobe



Recognized as a measured and diligent member of Adobe's leadership team, Yew Hwee Ng is passionate about changing the world with digital technology. He has been applying his experience and interests in leading Adobe Greater China, a region comprising mainland China, Hong Kong S.A.R of China and Taiwan area, to bring industry-leading Adobe solutions to local customers. Under his leadership, Adobe's business in Greater China has enjoyed ongoing growth and extended coverage to operations in Beijing, Shanghai, Guangzhou and Shenzhen.

Yew Hwee is especially proud of introducing Adobe Creative Cloud to the mainland China market in November 2016, bringing a subscription model and a tailor-made cloud delivery model to mainland customers for the first time. "These are significant milestones for Adobe China that have helped our customers accelerate their business transformation in the digital world," said Yew Hwee.

The connection between Yew Hwee and Adobe started from Adobe's acquisition of Macromedia in 2005. At that time, Yew Hwee had been leading ASEAN and South Asia for Macromedia for several years. After joining Adobe, he became the country manager of Hong Kong and Taiwan. He also served as channel director of Asia Pacific before leading Greater China region.

Yew Hwee has over 20 years' experience in the technology industry beginning at IBM, where he held various management roles. If Yew Hwee were not working for Adobe, he would be a talent scout looking to uncover the next great rock band.

Yew Hwee loves his job and living in Beijing with his family. Music is an important part of his life, and Twenty - One Pilots is his current favourite band. He is a wine enthusiast especially those from Bordeaux. He is also very active at sports, playing soccer regularly on weekends.

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