



Adobe

Plot No A5, Expressway Sector 132 Noida 201304, Uttar Pradesh, India, 201304



Prativa Mohapatra

Vice President & Managing Director, Adobe India

Prativa Mohapatra is Vice President and Managing Director for Adobe India. In this role, she leads Adobe's India business across Adobe Experience Cloud, Adobe Creative Cloud and Adobe Document Cloud. Adobe's mission is to change the world through digital experiences, serving a large customer base from students to business communicators to the world's largest enterprises. As the leader of Adobe's India business, Prativa is responsible for driving strategic planning, operations, customer interactions and shaping growth in the market.

Having spent close to 30 years in the technology industry, Prativa is a transformational leader with an incredible breadth of experience in driving business growth and adoption of disruptive technologies. Prior to joining Adobe, she served as Vice President of Digital Sales for IBM in the Asia Pacific region. Through her various strategic roles at IBM since joining the company in 2002, Prativa has a wide range of experience including leading sales organisations, business transformations, scaling teams to meet hyper-growth, and driving customer excellence. She started her career at PwC and has also spent some time evangelising Cognitive Solutions and Artificial Intelligence technology.

Prativa received a Bachelor of Technology in Computer Science and Engineering from Regional Engineering College (now NIT), Rourkela, India. Prativa is also a recipient of Prestigious Distinguished Alumnus Award of NIT. She attended Xavier Institute of Management in Bhubaneswar, India for her Post Graduation in Management, where she specialized in Systems and Finance.

An acknowledged industry leader, Prativa is passionate about building diverse teams and actively mentors women on their leadership journeys.

Prativa is a sports enthusiast and lives in Gurgaon, along with her husband who is an entrepreneur and their daughter.

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