



Ann Lewnes

Executive Vice President and Chief Marketing Officer

Ann watched too much TV as a kid. This admission and her passion for creativity and media still drive her as Adobe's CMO and are reflected in the company's groundbreaking marketing campaigns. Creativity is only half the equation, as under Ann's leadership, Adobe's marketing organization has pioneered the shift to digital — deploying a comprehensive set of digital marketing solutions, establishing an insight-driven culture, and setting a template for marketing's strategic impact on business.

As CMO, Ann oversees Adobe's corporate brand, communications and integrated marketing efforts worldwide. She's managed the expansion of Adobe's brand and marketing initiatives as the company has become a leader in cloud-based solutions for Digital Marketing, Document Services and Creative. As champion of Adobe's brand to employees and the community, she also oversees Adobe's internal communications and Corporate Responsibility efforts.

After graduating from Lehigh University with a degree in international relations and journalism, Ann planned to become a journalist, but a chance opportunity at Intel sparked the beginning of her career in marketing. At Intel, Lewnes helped build global demand for the Intel brand from customers, business professionals and key computer channels. She was part of the team that managed the highly successful "Intel Inside" program and oversaw groundbreaking campaigns, including the launches of the Pentium® and Centrino® processor brands. She joined Adobe in 2006.

Ann is a member of the American Advertising Federation's Hall of Achievement and serves on the board of Mattel. She has been inducted into the American Marketing Association's Hall of Fame, named one of the most innovative and influential CMOs by Business Insider and Forbes, and recognized on AdWeek 50, a celebration of indispensable marketing and media executives. In 2015, Ad Age named her to the Creativity 50, honoring the most creative people of the year.

Despite all this, she still watches too much TV. If Ann were not at Adobe, she'd be a roadie for a band. Follow her on Twitter @alewnes.

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