



Public relations contacts  
Celest Lim  
Adobe  
+65 6511 9959  
[celim@adobe.com](mailto:celim@adobe.com)

Marion Yong  
WE Communications for Adobe  
+65 9643 4898  
[WE-SGAdobe@we-worldwide.com](mailto:WE-SGAdobe@we-worldwide.com)

**FOR IMMEDIATE RELEASE**

## **Adobe SEA Managing Director Simon Dale expands role to lead Adobe Korea**

**Singapore – 19 January 2022** – Adobe today announced the appointment of Simon Dale as Managing Director of Adobe Korea. Dale, who has been leading Adobe Southeast Asia (SEA) since 2019, will extend his leadership and business accountability to the Korean market.

Over the last two and a half years, Dale has led remarkable growth in SEA across Adobe's business, delivering exceptional digital experiences for employees and customers. As Adobe continues to partner closely with SEA brands on their digital transformation journey, Dale's expanded remit will create new opportunities for the company to enhance customer support and exchange best practices across the region.

As Managing Director, Dale will drive Adobe's Korea and SEA businesses across Adobe Experience Cloud, Adobe Creative Cloud and Adobe Document Cloud while reporting to Simon Tate, President Adobe Asia Pacific (APAC).

As digital continues to be mission-critical in 2022, Adobe Korea and SEA, as well as their customers, are poised for continued growth thanks to Adobe's market-leading technologies and strategy to unleash creativity, accelerate document productivity, and power digital businesses.

"Some of Korea's biggest companies and institutions have chosen Adobe as the centerpiece of their digital transformation, demonstrating digital competitive advantage and solid growth momentum," commented Simon Tate, President, Adobe APAC. "Simon's experience in a wide range of industries and proven leadership at Adobe will ensure he is well-positioned to also support and transform various Korean customers, enabling them to take their businesses to the next level."

Noting this appointment, Simon Dale said, "I'm delighted to work with Adobe Korea and customer leaders of Korea. Adobe Korea is committed to being a strong digital transformation partner, and we look forward to growing and building the digital landscape of Korea together with our customers."

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Dale's career spans over three decades of experience in the technology industry, including twenty years in the Asia Pacific region. He has rich experience in the Korean market throughout his career journey, including scaling teams to meet local customer needs and developing local partner ecosystems to lead digital transformation across industries.

Dale graduated from Middlesex University with a Master's Degree in Sales Management and Sales Transformation and has a Bachelor's Degree in Computing Science from Staffordshire University. He has also attended a Management Development Program at INSEAD.

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### About Adobe

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com/sea](http://www.adobe.com/sea).