

Press Contacts

Celest Lim
Adobe Systems Incorporated
+65 6511 9959
celim@adobe.com

Lara D'Souza / Emelyne Sng
Text100 Global Communications
+65 6603 9000
AdobeSG@text100.com.sg

MEDIA ALERT

Adobe appoints V.R Srivatsan as Managing Director for Southeast Asia

SINGAPORE – July 21, 2016: Adobe today announced the appointment of V. R. Srivatsan as Managing Director for Southeast Asia. Sri will lead Adobe's growth across this dynamic region and will report to Paul Robson, President of Adobe Asia Pacific.

"Adobe's foundation of content and data means it is uniquely positioned to help brands deliver exceptional customer experiences using our three cloud platform: Creative Cloud, Document Cloud and Marketing Cloud," said Paul Robson.

"There isn't an industry in Southeast Asia that is immune from digital disruption and this creates a significant opportunity for Adobe. Sri brings extensive enterprise experience to Adobe and I'm delighted to welcome him to the team."

Sri most recently served as Managing Director, ASEAN at Autodesk where he was responsible for managing the growth of the business. The role also involved driving transformation of the business from a traditional desktop and perpetual license model to a SaaS and cloud based business model. Prior to that Sri was Managing Director for SAP in Malaysia, Vice President, South Asia Region, at Business Objects and held several senior positions at Oracle.

Sri's appointment comes at a timely moment for Adobe as the company accelerates the development of its enterprise business across Southeast Asia.

"Adobe's three cloud platform is now world leading and our customers have responded with enthusiasm to our vision, especially in the Asia Pacific region and Southeast Asia. Under Sri's leadership we are confident that Adobe Southeast Asia will continue to grow and deliver the best possible experiences for our customers," Robson said.

Sri takes over from Stephen Hamill who has decided to leave Adobe.

"Stephen led Adobe's business in Southeast Asia through the company's transformation and development of our three cloud platform. I thank Stephen for his significant contribution to Adobe and wish him every success in his future endeavors," Robson said.

About Adobe Systems Incorporated

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The Adobe Southeast Asia community can connect with the Adobe team and other creative professionals and enthusiasts directly on Facebook for local news, updates and promotions at www.facebook.com/AdobeSEA.

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