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Adobe: New appointments strengthen digital marketing business in Asia Pacific

Adobe today announced the appointment of Mark Henley to the newly created position of Director of Transformation and Digital Strategy, Asia Pacific (APAC), and Jennifer Ruth to the position of APAC General Manager for digital agency Adobe Digital.

Adobe is the leader in digital marketing, with [Adobe Marketing Cloud](#) offering a complete set of analytics, social, advertising, targeting and web experience management solutions to best deliver the right content to the right people in real time.

Paul Robson, Adobe's Vice President for Australasia, Southeast Asia and Korea, said the appointments reflect the company's growing business across the region.

"Adobe is delivering the world's only end-to-end digital marketing solution and as our business grows it's important that we have the best people on board to deliver results for our customers," Mr Robson said.

Mr Henley has spent the past seven years at Fairfax as CIO for the Australian Financial Review, Director of Editorial Solutions (Fairfax Metro), and Director of Technology Strategy, Fairfax Media.

"Mark has deep knowledge of the transformation and business process re-engineering that companies require as they make the shift from analog to digital," Mr Robson said.

"Mark's leadership drove the adoption of a pure digital content platform for the Sydney Morning Herald, The Age and Canberra Times, resulting in Fairfax being one of the first customers to embrace both Adobe Experience Manager and Adobe Analytics, which form part of the Adobe Marketing Cloud."

Prior to Fairfax, Mr Henley worked in the UK, USA and Australia for a start-up specialising in e-commerce and subscription solutions. He held VP roles as country manager and in international sales, and the company was eventually acquired by Digital River. He worked with diverse media groups including Disney, WSJ, Bertelsmann and Macmillan.

Ms Ruth joins Adobe from American Express where she was an accomplished and innovative Senior Marketing Executive. Ms Ruth has extensive global experience across finance, marketing, digital, general management and business development.

Ms Ruth will lead Adobe Digital, the company's digital agency specializing in digital marketing efforts across search, display and social media.

"Adobe is experiencing a period of strong growth across the region and we're delighted to have Mark and Jennifer joining our fantastic team. They both bring significant experience to the company and will be key members in driving adoption of Adobe Marketing Cloud," Mr Robson said.

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