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Adobe appoints Paul Robson to lead Asia Pacific

Adobe has appointed Paul Robson as President of the company's Asia Pacific operations, replacing Craig Tegel, who is leaving the company July 1 after a stellar career spanning seventeen years in Australia, Asia Pacific, Europe and Japan. Robson will report to Matt Thompson, Executive Vice President of Worldwide Field Operations.

"Adobe's business has transformed over the last four years and our Creative Cloud and Marketing Cloud businesses are now world-leading," said Thompson. "Our customers have responded with enthusiasm to our vision, and Craig has led extensive growth for Adobe in Asia Pacific. I thank him for his incredible contribution.

"Paul Robson has commenced in his new role leading Asia Pacific effective immediately. Craig will work to ensure a smooth transition for Paul, a dynamic leader with a strong track record of leading business transformation at both an operational and executive level. I'm confident our business in Asia Pacific will continue to thrive under his leadership."

"I'm excited to lead Adobe's business in Asia Pacific," said Robson. "This is a vibrant, diverse and rewarding region and I'm looking forward to working with our customers as they embark on their own journeys of digital transformation with Adobe."

Robson will continue to be based in Adobe's Sydney headquarters, but will travel frequently to oversee Adobe's operations in Australasia, Southeast Asia, Korea, India and Greater China.

Robson joined Adobe in November 2012 as Managing Director for Australia and New Zealand. Since May 2013 Robson has led Adobe's enterprise sales function across Australia and New Zealand, Southeast Asia and Korea.

Before joining Adobe, Robson was the Vice President and General Manager for HP's Networking Division across Asia Pacific and Japan. At a non-executive level, Robson is a board member of Tresillian, the Royal Society for the Welfare of Mothers and Babies, which is involved in the delivery of child and family healthcare.

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