



Simon Dale

Vice President & Managing Director,
Southeast Asia & Korea, Adobe

A respected leader in the industry, Simon has over three decades of professional experience in the technology sector, including twenty years in Asia Pacific. His career has spanned software development, sales management, and executive leadership at both start-ups and large corporations. Prior to Adobe, Simon held senior roles at MapR and SAP where he established and scaled new businesses across the region and gained deep and practical understanding of the software and cloud services business.

Since February 2022, Simon has extended his leadership to the Korean market to drive Adobe's Korea and SEA businesses across Adobe Experience Cloud, Creative Cloud and Document Cloud. Simon currently chairs the ASEAN committee on the board of the US-ASEAN Business Council, and sits on the advisory board of the Nanyang Polytechnic School of IT. He is an active mentor and angel investor in multiple start-ups, and also a mentor and coach to early talent through Mentorshub.

Simon 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 also recently completed the Singapore Management University SID-SMU Directorship Program.

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