

Katrina Troughton

Vice President and Managing Director, Australia and New Zealand (ANZ), Adobe Inc.

Linkedin: www.linkedin.com/in/katrina-troughton/



Katrina is an experienced, creative and outcome-focused leader with a proven track record of delivering results and transforming businesses for sustainable growth. She has over thirty years' experience in the global technology sector, previously holding senior leadership roles in Australia, New Zealand, China, and the USA.

In her role as Vice President and Managing Director for Adobe ANZ, Katrina is responsible for Adobe supporting clients to drive their digital engagement to new levels, and customers' success across [Adobe Experience Cloud](#), [Adobe Creative Cloud](#), and [Adobe Document Cloud](#).



Prior to Adobe, Katrina was General Manager for IBM ANZ. She has a history of growing software and Software-as-a-Service (SaaS) businesses in IBM, and executing transformations across operations, digital sales, digital marketing, partners, and client success. Katrina also has extensive experience in acquisition integration, with responsibility for 40 acquisitions across her career.

Katrina is passionate about career development and digital skilling within the IT industry, also serving on the TAFE NSW Advisory Board, a Careers NSW Ambassador, and supporting the development of women leaders through Chief Executive Women. Her passion for culture, diversity, and inclusion in high-performance organisations saw her recognised as 'CEO of the Year' at the 2021 Australian LGBTQ Inclusion Awards.

Katrina has a Bachelor of Science, major in Physiology and Pharmacology, and a Bachelor of Commerce, major in Economics, from the University of Auckland.

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