



Public relations contacts:

Nicole Gemmell
Adobe
61 416 071 900
ngemmell@adobe.com

Adobe appoints Katrina Troughton to lead its Australian and New Zealand Business

Australia and New Zealand, September 29 2022: Adobe has appointed Katrina Troughton as Vice President and Managing Director for Adobe Australia and New Zealand (ANZ). Troughton will lead Adobe's business in ANZ across Adobe Experience Cloud, Adobe Creative Cloud and Adobe Document Cloud.

Troughton joins Adobe with over thirty years of experience working with IBM. She held senior leadership positions within and outside the ANZ region, including Sydney, Auckland, Shanghai, and New York. Troughton's most recent appointment was General Manager, ANZ at IBM, where she was responsible for driving growth and transforming client relationships to leverage technology across their businesses. Passionate about career opportunities in the IT industry, Troughton also serves on the TAFE NSW advisory board and is a Careers NSW Ambassador.

"I am thrilled to join the Adobe Australian and New Zealand team to continue to help businesses, brands and individuals deliver more engaging content. I have always held a passion for technology and the chance to work with Adobe, a global leader that helps everyone, from emerging artists to global brands, design and deliver exceptional digital experiences is very exciting," Troughton said.

Troughton will report to Simon Tate, Adobe's President for the Asia Pacific, who is delighted to welcome Troughton onto the leadership team.

"Katrina is an experienced and creative outcome-focused leader with a proven track record of delivering growth across markets and transforming businesses for sustainable growth. Katrina's extensive experience and passion for culture, diversity and inclusion will further support our growth and leadership in the region," said Tate.

Troughton is also a Chief Executive Women member and is passionate about the importance of culture, diversity, and inclusion in high-performance organisations. In 2021 she received the CEO of the Year award at the 2021 Australian LGBTQ Inclusion Awards.

Changing the world through digital experiences. Great experiences have the power to inspire, transform and move the world forward. And every great experience starts with creativity. Creativity is in Adobe's DNA, with game-changing innovations redefining the possibilities of digital experiences. Adobe connects content and data and introduces new technologies that democratise creativity, shape the next generation of storytelling, and inspire entirely new business categories.

About Adobe

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