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#### MEDIA ALERT

## Adobe Appoints Keith Eadie to Lead its Asia Pacific Business

**SYDNEY, Australia — July 3, 2024:** Adobe today announced the appointment of Keith Eadie as General Manager, Asia Pacific (APAC). In this role, Eadie will lead Adobe's business across the region, reporting to Stephen Frieder, Chief Revenue Officer, Adobe Enterprise.

"Keith Eadie is a transformational business leader with a track record of driving success across teams and value to our customers. Under Keith's leadership, I'm excited to see the APAC region continue to build on its strong growth trajectory," said Frieder.

Eadie joined Adobe almost seven years ago through the acquisition of TubeMogul, where he was Chief Marketing and Strategy Officer. At Adobe, Eadie has led several divisions, including Adobe Advertising, Adobe Analytics and Adobe Sign. In 2022, he moved to Singapore to lead International Product Marketing for Adobe's Digital Experience business. Most recently, he led Digital Experience Strategy and GTM for APAC and Japan. His expertise combines product and marketing innovation, with strong business acumen and a passion for bringing people together to drive growth.

"As the digital economy continues to expand, and in the era of generative AI, business leaders across APAC are looking to deliver next-generation experiences for their customers. I'm excited for the opportunity to lead an exceptional team and to work with our customers and partners to empower them to drive experience-led growth," said Eadie.

Adobe's world leading technology enables our customers to [unleash their creativity](#), accelerate [document productivity](#), and [power digital businesses](#). Adobe's products expand the Customer Experience Management (CXM) solutions that enterprises have relied on to bring data, content and customer journeys together to delight customers and build loyalty over time. In the era of generative AI, Adobe is providing a roadmap to help brands activate AI to deliver customer value and capture the massive opportunity in driving personalization at scale.

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