

Fast Facts

A quick overview of Adobe's history, leadership, key stats, and products.

About us

Adobe believes creativity empowers transformation—personally, professionally, and across all industries. We not only deliver strong financial results, but we're also driving incredible innovation, adding millions of new customers, delivering billions of experiences across screens, and processing trillions of data transactions online.

Founded

December 1982 by Charles Geschke and John Warnock

Corporate headquarters

San Jose, California, USA

Incorporated

October 1983 in California; reincorporated in Delaware, May 1997

Initial public offering

August 20, 1986, at a split-adjusted share price of US\$0.17

Employees

More than 30,000 worldwide

Stock symbol

ADBE (NASDAQ)

Revenue

Fiscal 2023 revenue: US \$19.41 billion (FY ended Dec. 1, 2023)

Our solutions

Adobe Creative Cloud

We believe in creativity for all, so we give everyone the tools to discover and express their creativity through photography, design, video, animation, web, and mobile user experiences, and more.

- Adobe Firefly, our family of creative generative AI models, was one of the most successful beta launches in Adobe's history, with 70+ million images generated in the first month.
- To date, Firefly has been used to generate over 9 billion images across Adobe's creative tools including Photoshop, Express, Illustrator and more.
- Driven by strong product innovation, Adobe Express saw a 96 percent quarter-over-quarter growth in the number of monthly active mobile users and 86 percent year-over-year increase in the cumulative number of creations made.
- Adobe Stock now offers 450+ million assets, including more than 246 million photos, 166 million vectors and illustrations, 31 million videos, 99,000 music tracks, 6.2 million Premium assets, and over 1 million free photos, vectors, videos, templates, illustrations, and 3D asset.

Adobe Document Cloud

We make it easy for people and businesses to create, edit, share, scan, and sign digital documents so they can communicate and collaborate securely across devices.

- More than 400 billion PDFs opened and 16 billion documents edited in Adobe Acrobat in the last year.
- Adobe Scan is the leading scanning app on iOS and Android with more than 150 million downloads and 2.5 billion documents created.
- Documents created, signed, shared, and stored in Adobe Document Cloud drive a 90% cost savings and a 95% reduction in environmental impact compared with paper-based processes.
- Every 1 million Adobe Sign transactions reduce costs by more than \$7.2 million and save 105 million liters of water, 31,000 trees, and the equivalent of taking 2,300 cars off the road for a year.
- More than 1 billion files read in Liquid Mode, our AI-powered mobile reading experience for PDFs

Our solutions

Adobe Experience Cloud

We give businesses unmatched solutions for customer journey management, data analytics, content personalization, commerce and marketing workflows that drive long-term customer success.

- Industry analysts have named Adobe a leader in 60+ analyst reports in categories such as digital experience platforms, content management systems, customer analytics, B2B marketing automation platforms, digital commerce, enterprise marketing suites, and more.
- Adobe Experience Cloud is supported by an expansive global ecosystem of 4,000+ active solution integrator, agency, technology and marketplace partners, and more than 460,000 developers and community members.
- Adobe Analytics analyzes 1 trillion+ visits to retail websites in the U.S (aggregated and anonymized) as well as 100 million+ product SKUs in 18 categories to provide e-commerce and online inflation insights to businesses, policymakers, and consumers. Adobe Analytics is relied on by 85%+ of the top 100 retailers in the U.S. to deliver, measure and personalize shopping experiences online.

Our leaders

Shantanu Narayen

Chairman and CEO

Lara Balazs

Chief Marketing Officer and
Executive Vice President, Global
Marketing

Scott Belsky

Chief Strategy Officer and
Executive Vice President, Design
and Emerging Products

Anil Chakravarthy

President, Digital Experience Business

Gloria Chen

Chief People Officer and
Executive Vice President,
Employee Experience

Dan Durn

Chief Financial Officer and
Executive Vice President, Finance,
Technology Services and
Operations

David Wadhvani

President, Digital Media Business

Charles Geschke

Co-founder

John Warnock

Co-founder

Our company values

We create the future.

Creativity is in our DNA. We constantly look around the corner to see what is possible. But we don't wait for the future, we create it.

We are builders, makers, and inventors, driven by a deep empathy for our customers and users.

We are open-minded and celebrate new ideas. We have the courage to disrupt the market and ourselves through bold bets and ideas we turn into reality.

We raise the bar.

We aim high and we play to win. We relentlessly focus on execution, celebrate excellence and are intellectually honest about where we must do better.

We deliver both speed and quality by doing fewer things better. Our success is measured by the success of our customers and users.

We own the outcome

We think and operate like owners. We take initiative, have a bias toward action, and assume ownership for end results, not just our part.

We are reliable and have clear points of view. We're decisive and learn from our mistakes.

We are genuine.

The ability to be yourself is core to who we are. We embrace and respect diversity.

We support and challenge each other by being honest and direct. We always act with sincerity, integrity and the highest of ethics.

We do this for our employees, partners, customers and communities.

Corporate responsibility

We believe that creativity is the catalyst for positive change. Through our efforts, we inspire creativity in people who want to make a meaningful impact in the following areas:

Adobe for All

Through Adobe for All, we are creating a more diverse and inclusive workforce, working to unleash the full potential of every employee, and helping to drive meaningful impact for Adobe, our industry and society at large.

Creativity for All

Through Creativity for All, we are empowering millions of creators of all backgrounds to access the tools, skills, and platforms they need to express themselves, reach their full potential and share their diverse perspectives with the world.

Technology to Transform

Our greatest reach is with our technology leadership. As one of the world's most innovative software companies, we are committed to advancing the responsible use of technology for the good of our customers, communities, and society.

Major acquisitions

ContentCal, 2021
Frame.io, 2021
Workfront, 2020

Allegorithmic, 2019
Marketo, 2018
Magento, 2018

Fotolia, 2015
Behance, 2012
Day Software, 2010

Omniture, Inc., 2009
Macromedia, Inc., 2005

Industry recognition

Best Workplaces for Innovators
Fast Company

World's Best Workplaces
Forbes

Happiest Employees
Comparably

DOW Jones Sustainability Index
S&P Dow Jones Indices

World's Best Workplaces
Fortune

Best Global Brands
Interbrand

Best Places to Work
Glassdoor

World's Most Admired Companies
Fortune

Best Culture
Comparably

Best Employers for Diversity
Forbes

CDP
The A List

Best Workplaces in Tech
Fortune

Corporate Equality Index
DEI

JUST100
Forbes & Just Capital

Companies That Care
People Magazine

Gender Equality Index
Bloomberg

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