Adobe

Lara Balazs

Chief Marketing Officer & EVP, Global Marketing

Lara Balazs joined Adobe in 2024 and currently serves as our Chief Marketing Officer and Executive Vice President, Global Marketing. She is responsible for Adobe's renowned brand, Adobe.com, the company's industry-leading events, campaigns, communications, social media and its best-in-class media operations and marketing insights.

Prior to joining Adobe, she served as Chief Marketing Officer and General Manager, Strategic Partner Group of Intuit, Inc., the leading AI-driven global financial technology platform. She was responsible for driving company growth, building the company's brands and reputation and leading Intuit's ProTax group. During her time at Intuit, Lara was named to Forbes' World's Most Influential CMOs list. She was recognized as one of Forbes' Entrepreneurial CMO 50 and received AdWeek's CMO Vanguard Award.

Lara has a proven track record of building world-class businesses and brands at companies such as Amazon, Visa and Nike where she held marketing leadership positions before joining Intuit. At Amazon, she led Worldwide Prime and Amazon North America Consumer Marketing, driving growth of the Prime membership program globally as well as the North America consumer business. Before Amazon, she held a variety of executive roles at Visa including Senior Vice President, Visa North America Marketing where she was responsible for all aspects of marketing for Visa's largest revenue-driving region. At Visa, she helped lead the company into the era of digital payments, launching ecommerce and mobile-first payments including Visa Checkout and Apple Pay.

Lara holds a Bachelor of Arts degree in Pre-Law from the University of Washington and a Master of Business Administration from the Kellogg School of Management at Northwestern University.