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Adobe Appoints Lara Balazs as Chief Marketing Officer

New Delhi, India — Dec 03, 2024 — Today, Adobe announced the appointment of Lara Balazs as Chief Marketing Officer (CMO) and Executive Vice President, Global Marketing reporting directly to CEO Shantanu Narayen. Balazs previously served as CMO and General Manager, Strategic Partner Group at financial software and services leader Intuit, where she reimaged the company's brand and go-to-market activities to support its AI-driven financial technology platform and elevated its brand awareness and reputation to new heights.

Balazs will lead the Global Marketing Organization 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.

"We're delighted to welcome Lara Balazs to lead Adobe's Global Marketing Organization," said Shantanu Narayen, Chair and CEO, Adobe. "As Adobe continues to deliver industry-leading product innovations across content creation and digital marketing, Lara's unique experience across B2C and B2B industries and deep insights as an Adobe customer will help us engage our growing universe of users more effectively while expanding Adobe's brand reach and impact."

Balazs' marketing career spans key leadership roles at some of the world's most respected brands such as Amazon, Visa and Nike, delivering innovative customer-centric marketing strategies that propel transformational growth. Among her notable achievements are driving the growth of Amazon Prime and Visa globally and leading Visa into the era of digital payments, with the launch of mobile-first products such as Visa Checkout and Apple Pay. At Intuit, she led the ProTax Group to its highest, most sustained growth in years and drove the company's highest brand awareness and corporate reputation in its four decades.

Named to Forbes' list of the World's Most Influential CMOs and a recipient of AdWeek's CMO Vanguard Award, Balazs is passionate about advancing the marketing profession and supporting the social impact of the industry.

Balazs 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.

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