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Adobe Appoints Anil Chakravarthy as Executive Vice President and General Manager of Its Digital Experience Business

Singapore — 9 January 2020 — Adobe today announced the appointment of Anil Chakravarthy as executive vice president and general manager, Digital Experience. In this role, Chakravarthy will lead Adobe's Digital Experience business, reporting directly to Adobe president and CEO Shantanu Narayen.

In the experience economy, every business must be a digital business and Adobe Experience Cloud is the global leader for powering digital businesses. With solutions for data and insights, content and personalization, customer journey management, commerce and advertising, Adobe Experience Cloud is driving Customer Experience Management (CXM) across both B2B and B2C for companies of every size. Adobe Experience Platform—the foundation of Adobe Experience Cloud—is the industry's first purpose-built CXM platform, enabling personalized customer experiences in real-time at scale.

By delivering generational technology platforms, launching innovative new services and introducing enhancements to its market-leading applications, Adobe Experience Cloud targets an addressable market that Adobe estimates to be approximately $84 billion by 2022.

"We're delighted to welcome Anil Chakravarthy to lead Adobe's Digital Experience business. He's a transformational leader with a track record of innovation and driving strong growth," said Shantanu Narayen, president and CEO, Adobe. "Adobe is the clear leader in the exploding Customer Experience Management category, and I cannot think of a more exceptional and experienced candidate than Anil to drive Adobe's Digital Experience business in 2020 and beyond."

"Digital transformation is well underway, and business leaders understand building an experience business is mission-critical to their growth. Demand for a new enterprise architecture has never been greater, and Adobe is the industry leader in delivering next generation technology to power digital businesses," said Anil Chakravarthy. "I'm excited for the opportunity to join an exceptional team with market-leading technology to grow Adobe's strong and loyal customer base."

Chakravarthy joins Adobe from Informatica, a global leader in enterprise cloud data management, where he served as CEO since January 2016. He joined Informatica in September 2013 as executive vice president and chief

product officer, responsible for product development, product management and product marketing. Under Chakravarthy's leadership, Informatica successfully transitioned to a private company following a $5.3 billion buyout and delivered significant innovation and product releases to its thousands of customers across the globe. During this time period, Chakravarthy shepherded Informatica's move into cloud and subscription services.

Before joining Informatica, Chakravarthy was executive vice president of Information Security at Symantec, responsible for overseeing engineering, product management and operations for an extensive product portfolio including Data Loss Prevention, E-Mail and Web Security (on-premise and cloud), Managed Services, Trust Services and Authentication. Previously at Symantec, he led multiple product groups including Endpoint Protection, Mobile Security and Management, Encryption, Storage and High-Availability and India Product Operations as well as Enterprise Global Consulting from 2004 to 2013. Prior to Symantec, Chakravarthy led product management for enterprise security services at VeriSign. He began his career at McKinsey & Company, where he rose to become the co-leader of the E-Business Practice in the Business Technology Office. Chakravarthy received a Bachelor of Technology in Computer Science and Engineering from the Institute of Technology, Varanasi, India. Additionally, Chakravarthy received his Master of Science and Ph.D. from the Massachusetts Institute of Technology.

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