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# Adobe appoints Simon Dale as Managing Director to spearhead growth across Southeast Asia

**Singapore — 20 January 2020** — Adobe today announced the appointment of industry leader Simon Dale as Managing Director of its Southeast Asia (SEA) business operations. Simon will be responsible for leading the company's accelerated growth and delivering exceptional customer experiences across its Digital Experience (DX) and Digital Media for Enterprise (DME) business units.

Simon joins Adobe with over three decades of professional experience in the technology sector, having previously held senior roles at MapR and a 16-year tenure at SAP where he established and scaled new businesses across the region.

"Simon brings to Adobe a practical understanding of the opportunities and challenges around building and scaling new software and cloud service businesses," said Paul Robson, President, International at Adobe. "He has extensive experience leading sales organizations across many countries in Asia, spanning both direct and channel sales models.

"I'm delighted to welcome an executive of Simon's caliber to the Adobe team and am confident that his leadership will have an immediate impact on growing our SEA business as well as delivering the best possible experiences for employees and our customers," said Robson.

Simon's appointment is timely reinforcement of Adobe's accelerated growth and business momentum in Southeast Asia.

"Southeast Asia is currently feeling the full effects of digital disruption. Brands are increasingly turning to data-driven marketing to drive exceptional customer experiences that set them apart," said Simon Dale, Managing Director, Southeast Asia of Adobe.

"This is especially crucial when operating within a competitive economy as we are now.

"With its expertise and deep knowledge in this area, Adobe is well-placed to act as a trusted partner to Southeast Asian brands and businesses by providing all the tools needed to future-proof the delivery of exceptional digital experiences.

"I'm excited to be working closely with Adobe's customers and partners on this journey," said Dale.

Simon currently sits on the advisory board of the Nanyang Polytechnic School of IT and is an active mentor and angel investor in multiple start-ups. He is also a mentor to early talent through Mentorshub.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com/sea/](http://www.adobe.com/sea/).

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