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Adobe appoints Lee Edwards as Vice President for Northern Europe, Middle East and Africa

11 November 2020, LONDON, UK -- Adobe has appointed Lee Edwards as its Vice President for Northern Europe, Middle East and Africa. Lee will lead Adobe's Digital Experience business across the region, driving growth for one of the company's largest markets within its International business.

Lee previously led Adobe's Digital Strategy and Solutions business in EMEA, a position he had held since joining the company in January 2020 after 14 years at SAP. In his new role, he will work with some of the region's most successful brands, including Unilever, HSBC, Sky, and Vodafone, as well as with organisations in fast-evolving industries such as manufacturing, healthcare, and the public sector, as they look to become digital-first.

Paul Robson, President International at Adobe said: "Lee's experience leading digital strategy and transformation initiatives will be invaluable for this crucial role as we continue to grow and build on Adobe's success in the region. Digital has become a top priority for every company at this pivotal time, and Lee's unique insight into how brands need to adapt will be instrumental in helping us build closer partnerships with our customers across every industry."

Lee will also take on the role of Managing Director for Adobe UK, helping to drive the company's CSR and diversity and inclusion programmes. With Adobe's teams working remotely during the COVID-19 pandemic, Lee is committed to promoting well-being and opportunity for every employee, no matter their background or where they are based.

Lee Edwards, Vice President for Northern Europe Middle East and Africa said: "Earlier this year, Adobe was named the Best Workplace in Technology among large UK companies, but this is only the beginning. Now more than ever, it is crucial that our employees feel supported in their work, their career ambitions and their personal lives.

"It's not just good leadership, it's also good business. Adobe's global success this past quarter, including record overall revenue of \$3.23 billion and 7% growth year-on-year in our Digital Experience business, would not have been possible without the incredible engagement from our teams. I look forward to building on that momentum in Northern Europe and helping Adobe's customers in every industry adapt to a new era in experience".

About Adobe

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