



#### Public Relations Contact

Dan Berthiaume  
Adobe  
408-536-2584  
[dberthia@adobe.com](mailto:dberthia@adobe.com)

#### Investor Relations Contact

Mike Saviage  
Adobe  
408-536-4416  
[ir@adobe.com](mailto:ir@adobe.com)

FOR IMMEDIATE RELEASE

# Adobe Names Scott Belsky as Chief Product Officer and EVP, Creative Cloud

## Accomplished Design & Technology Leader to Head Product Management & Engineering for Adobe Creative Cloud

**SAN JOSE, Calif. — Dec. 6, 2017** — Adobe (Nasdaq:ADBE) today announced the appointment of Scott Belsky as chief product officer and executive vice president, Creative Cloud. In this new role, Belsky will lead product management and engineering for Adobe Creative Cloud products and services, Adobe Spark and Behance. In addition, he will oversee the Adobe Design team which focuses on experience design across Adobe products. Belsky's responsibilities will include driving product delivery and long-term innovation strategy across Adobe's key design, photography and video segments. He will report to Adobe president and CEO Shantanu Narayen and partner closely with Bryan Lamkin, executive vice president and general manager, Digital Media, who will continue to lead business strategy and go-to-market for both Creative Cloud and Document Cloud. With Belsky leading product strategy and Lamkin leading business strategy, the two will work together to drive growth and customer success, and deliver on Adobe's vision for making Creative Cloud the creativity platform for all.

"Scott is a seasoned leader in the creative and design community with a track record of introducing disruptive new technologies and ways of thinking. He combines an unmatched passion for products with an acute vision for how the creative process must continue to evolve," said Narayen. "As Adobe enters the next phase of growth in our creative business, Scott is the ideal leader to help drive product innovation in our Creative Cloud offerings and ensure Adobe continues to empower our creative customers to do their best work."

Belsky previously served as Adobe's vice president of products, leading the Creative Cloud mobile product strategy. He joined the company in 2012 through the acquisition of [Behance](#), a platform he co-founded in 2006. Today more than 10 million people use Behance to display their portfolios, as well as track and find top talent across creative industries.

"No company is better positioned than Adobe to help creatives tackle today's challenges, and I'm thrilled to rejoin the Adobe team," said Belsky. "We have an incredible opportunity to reduce the amount of friction creatives face, drive more inclusivity and connectivity in the creative process, and innovate for new mediums and interfaces. Most importantly, I'm excited to help advance the impact creative people can make at their companies and in their communities."

Throughout his career, Belsky has served as an advisor and investor to several organizations that sit at the intersection of technology and design, including Pinterest, Uber and Periscope (now part of Twitter). Prior to Adobe, Belsky was a venture investor at Benchmark. He serves on the advisory board of Cornell University's Entrepreneurship Program, is a member of the board of trustees for the Smithsonian Cooper-Hewitt National Design Museum, and serves on the boards of Prefer, a referral network for independent professionals, and Cheddar, a next-generation live and on-demand video news network. He is the author of the international bestselling book "Making Ideas Happen." Belsky attended Cornell University as an undergraduate and received his MBA from Harvard Business School.

#### About Adobe

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

###