

Press contacts

Tanvi Maheshwary

Adobe

Tmaheshw@adobe.com

Deepanshu Shukla

Ruder Finn

Deepanshu.shukla@ruderfinn.com

Manoj Kohli Joins Adobe International Advisory Board

- **Former SoftBank India Country Head and Bharti Airtel CEO and Managing Director to join Adobe IAB**
- **Underscores Adobe’s commitment to supporting business leaders navigate transformation in the AI era**

New Delhi, India — March 30, 2026 — Today Adobe — the global technology leader that unleashes creativity, productivity and customer experiences through innovative tools and platforms — announced that industry veteran, Manoj Kohli, has joined the Adobe International Advisory Board (IAB). Founded in 2021, the Adobe IAB brings together highly experienced, globally focused leaders to help Adobe customers lead through change.

With 47 years of global business leadership experience across telecommunications, technology, renewable energy, and digital innovation, Manoj brings deep operational expertise and strategic insight to help Adobe customers adapt and thrive. He currently serves as Chairman and Managing Partner at MK Knowledge LLP, where he advises CEOs and founders across Asia Pacific, the Middle East, and the United States. He is also a passionate mentor and educator, teaching leadership and strategy at leading global business schools.

Manoj Kohli said, “I’m delighted to join the Adobe International Advisory Board to work with customers at this pivotal time when AI is rapidly transforming how customers discover and engage with brands, and reshaping how enterprises operate and create value. Adobe has consistently enabled organisations to enhance creativity and productivity, and orchestrate personalised experiences to drive growth. I look forward to contributing my perspective and working closely with fellow leaders to help shape their next era of growth.”

Commenting on the appointment, Ben Goodman, President of JAPAC, Adobe said, “India is one of the fastest-growing digital markets in the world, and organisations are increasingly looking to AI and digital experience technologies to drive innovation and growth. Manoj’s extensive leadership experience and strong focus on excellence and integrity will be invaluable for our

customers as they navigate complexity, unlock new growth opportunities, and deliver exceptional experiences at scale.”

Previously, Manoj was Country Head of SoftBank India, where he supported more than US\$15 billion in investments across numerous AI-focused portfolio companies. Working closely with founders and leadership teams at organisations including Ola, OYO, Zomato, Lenskart, Meesho, Flipkart, Swiggy and Delhivery, he helped guide businesses through periods of rapid growth, market expansion, and operational transformation.

Before joining SoftBank, Manoj spent over a decade as Managing Director and CEO of Bharti Airtel, leading operations across 20 countries. Under his leadership, Airtel grew from two million to more than 400 million customers, becoming one of the world’s largest telecommunications companies. He also played a key role in building platforms such as Airtel TV and Indus Towers, helping shape India’s digital infrastructure.

By drawing on their unparalleled knowledge and global experience, Adobe IAB provides a forum for strategic dialogue, shared learning, and practical insight to help business leaders seize emerging opportunities and translate strategy into sustained growth. More information on the Adobe IAB can be found [here](#).

About Adobe

Adobe is empowering everyone to create. For more information, visit www.adobe.com.