

# Adobe - Company Profile

## Adobe

## Adobe Inc. Company Profile Adobe Inc. is a global leader in digital media and digital marketing software. Headquartered in San Jose, California, the company empowers creative professionals, students, businesses, and individuals worldwide to design, develop, and deliver compelling digital experiences. ### 1. Basic Information \* \*\*Founded Year:\*\* 1982 \* \*\*Founders:\*\* John Warnock and Charles Geschke \* \*\*Current CEO:\*\* Shantanu Narayen \* \*\*Headquarters Location:\*\* San Jose, California, USA \* \*\*Number of Employees:\*\* Approximately 29,000 (as of late 2023/early 2024) \* \*\*Website:\*\* [adobe.com](http://adobe.com) \* \*\*Contact:\*\* support@adobe.com | +1-800-833-6687 ### 2. Company Overview Adobe revolutionizes how the world engages with ideas and information. The company offers a vast portfolio of software and services for creativity, document management, and experience creation. Its subscription-based model, primarily through Creative Cloud, Document Cloud, and Experience Cloud, provides continuous innovation and broad accessibility to its tools. Adobe's mission is "to change the world through digital experiences." Key historical milestones include the launch of PostScript (1984), Photoshop (1990), PDF and Acrobat (1993), and the pivot to a subscription-based Creative Cloud (2012). ### 3. Key Products and Services Adobe's offerings span three main clouds: \* \*\*Creative Cloud:\*\* Photoshop, Illustrator, Premiere Pro, After Effects, InDesign, Lightroom, Adobe Express, Adobe Stock. \* \*\*Document Cloud:\*\* Adobe Acrobat (for PDF creation and editing), Adobe Sign (e-signatures). \* \*\*Experience Cloud:\*\* Adobe Analytics, Adobe Experience Manager, Marketo Engage, Adobe Commerce (Magento). \* \*\*Substance 3D Collection:\*\* Tools for 3D material authoring and texturing. ### 4. Leadership Team \* \*\*CEO:\*\* Shantanu Narayen \* \*\*Executive Vice President & CFO:\*\* Dan Durn \* \*\*Executive Vice President & Chief Business Officer, Digital Media:\*\* David Wadhwani \* \*\*Executive Vice President & Chief Product Officer, Digital Media:\*\* Scott Belsky \* \*\*Executive Vice President & Chief Technology Officer:\*\* Abhay Parasnath \* \*\*Board Chair:\*\* Shantanu Narayen ### 5. Market Position Adobe holds a dominant market share in creative software, with its Creative Cloud suite being the industry standard. As of late May 2024, Adobe's market capitalization stands at approximately \$200-210 billion. \* \*\*Main Competitors:\*\* Figma (design tools), Canva (graphic design), Microsoft (document services), Salesforce (marketing/CRM), Autodesk (3D design), Blackmagic Design (video editing). \* \*\*Industry Standing:\*\* A leading software provider across digital media, document management, and customer experience management. \* \*\*Geographic Presence:\*\* Operates globally, with significant presence in North America, Europe, and Asia-Pacific. ### 6. Recent Achievements (2023-2025) \* \*\*Product Launches/Enhancements:\*\* Continued integration of generative AI features across Creative Cloud products, powered by Adobe Firefly, with significant updates to Photoshop (Generative Fill, Generative Expand) and Illustrator. \* \*\*Strategic Initiatives:\*\* Ongoing focus on expanding the Firefly family of AI models to provide commercial-grade generative AI capabilities, emphasizing ethical AI and content authenticity (Content Authenticity Initiative). \* \*\*Awards/Recognition:\*\* Consistently recognized for leadership in digital experience platforms and creative tools by industry analysts. \* \*\*Acquisitions/Partnerships:\*\* Finalized the acquisition of Workfront in 2020 (integrated into Experience Cloud). A proposed acquisition of Figma was terminated in December 2023 due to regulatory challenges.