

John Mellor
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As vice president of strategy & business development, and marketing for the Digital Marketing Business at Adobe Systems, Mellor leads strategy for the Adobe Marketing Cloud – the world’s leading marketing platform. He also drives the marketing initiatives for Adobe’s Digital Marketing Business Unit, which drives \$1B in annual revenue. Mellor’s responsibilities also include driving the Adobe Genesis partner program to integrate the solutions of more than 200 independent software vendors with the Marketing Cloud. He also builds strategic relationships with Adobe’s partners, which represent the world’s leaders in digital marketing, advertising and publishing, as well as social media, competitive intelligence and customer relationship management systems.

Mellor joined Omniture in 2003, prior to the company’s acquisition by Adobe in 2009. Previously, he served as senior leadership for RichFX, an online merchandising company for high-end retailers. Mellor also co-founded and led strategy and business development for Viewpoint, a provider of interactive media technology and services for websites and enterprise applications, which was acquired in 1998 by Computer Associates.

An experienced public speaker, Mellor presents at numerous conferences and trade shows on topics such as digital marketing, advertising, media and business optimization.

Mellor holds both a Bachelor’s degree in mechanical engineering and an MBA from Brigham Young University.

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