



**Nick Morley, Head of Advertising and Social Solutions, EMEA**

Nick has responsibility for Adobe's Ad Lens and Social Marketing business in EMEA. Nick has been in the internet marketing industry since 1998, primarily working in business development roles for companies including Inktomi, Axiom Systems, Seekport and Efficient Frontier. Nick joined Adobe in January 2012, through the acquisition of Efficient Frontier. Nick joined Efficient Frontier in June 2006 to establish its European operation and led its EMEA expansion up to its successful sale to Adobe in 2012.