



Brad Rencher

Executive Vice President and General Manager, Adobe Experience Cloud



Brad truly exemplifies the phrase “Nerd is the new black.” A self-proclaimed numbers nerd, his transition from Investment Banker to Digital Marketing leader--while unconventional-- was incredibly strategic. Today, nearly every industry relies on data, and it is tantamount to any organization’s success.

In his role as Executive Vice President and General Manager, Rencher drives the vision for Adobe Experience Cloud, one of the world’s largest enterprise SaaS businesses--and the one-stop shop for everything organizations need to orchestrate and deliver a great customer experience. Brad is the architect of Adobe Experience Cloud’s innovation agenda and leads the global product and business organization responsible for building Adobe’s industry-leading digital marketing technology.

Brad joined Adobe through the Omniture acquisition in 2009, where he took on the responsibility of leading Adobe Marketing Cloud, the most comprehensive, integrated and actionable Marketing Cloud on the planet. A true visionary and change agent, Brad played an instrumental role in Adobe’s creation of the marketing cloud category. Under Brad’s direction, Adobe Marketing Cloud experienced exponential growth, and has been touted as the industry leader by Forrester and Gartner--among others.

Building on the success of Adobe Marketing Cloud, Brad realized that there was an even greater opportunity in the market, which led to the expansion of Adobe’s offering in March 2017 with Adobe Experience Cloud. Adobe Experience Cloud gives Adobe customers access to an integrated set of solutions to build campaigns, manage advertising, and gain deep intelligence for business.

Rencher is fueled by collaboration, challenging the definition of marketing, and arming Adobe’s customers with the tools necessary for becoming an Experience Business. When he’s not busy hammering out creative solutions for Adobe’s customers, or establishing new industry categories, he can be found hammering the pedals of his road bike through the Utah mountains.

Brad earned his MBA from the Kellogg School of Management, Northwestern University and completed his undergraduate work in finance at Brigham Young University.

A sought-after thought-leader, Brad speaks regularly at key industry events. He has participated in Advertising Week in New York, Cannes Lions Festival, and dmexco, among others.

He lives in Utah with his wife Sara, and their three children. He is active in the local tech community, and serves on the board of directors for the Utah Symphony and Pluralsight.

If Brad were not at Adobe, he would be an endurance athlete or auditioning to be Jimmy Fallon’s sidekick. Follow Brad on Twitter [@bradrencher](#).

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