

## Joseph Ramirez

Vice President of Licensing and Associate General Counsel, Adobe Systems Incorporated



**Joe Ramirez** is the Vice President of Licensing and Associate General Counsel of Adobe Systems Incorporated. In this position, he manages a 65+ person organization, including Adobe's piracy conversion team. Ramirez is responsible for providing legal support for all of Adobe's channel and enterprise licensing programs currently operating at a \$5-billion-dollar annual run rate.

On the channel side, Ramirez oversees Adobe's strategic account negotiations, channel and partner programs, Adobe's education channel, online stores and specialty channels, as well as Adobe's extensive OEM, VAB, and ISV channel. On the direct side, Ramirez is responsible for managing the legal function of Adobe's legal enterprise sales legal team in the Americas, EMEA, Asia-Pacific, Latin America, and Japan.

Additionally, he provides strategic advice concerning anti-competitive reviews and making needed process improvements to Adobe's internal processes. Previously, Ramirez was general counsel of Brio Software, Network Computing Devices, and Masstor Systems, all of these entities being NASDAQ traded companies. Ramirez is a graduate of the University of California at Davis Law School and Santa Clara University (B.A. in history).



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