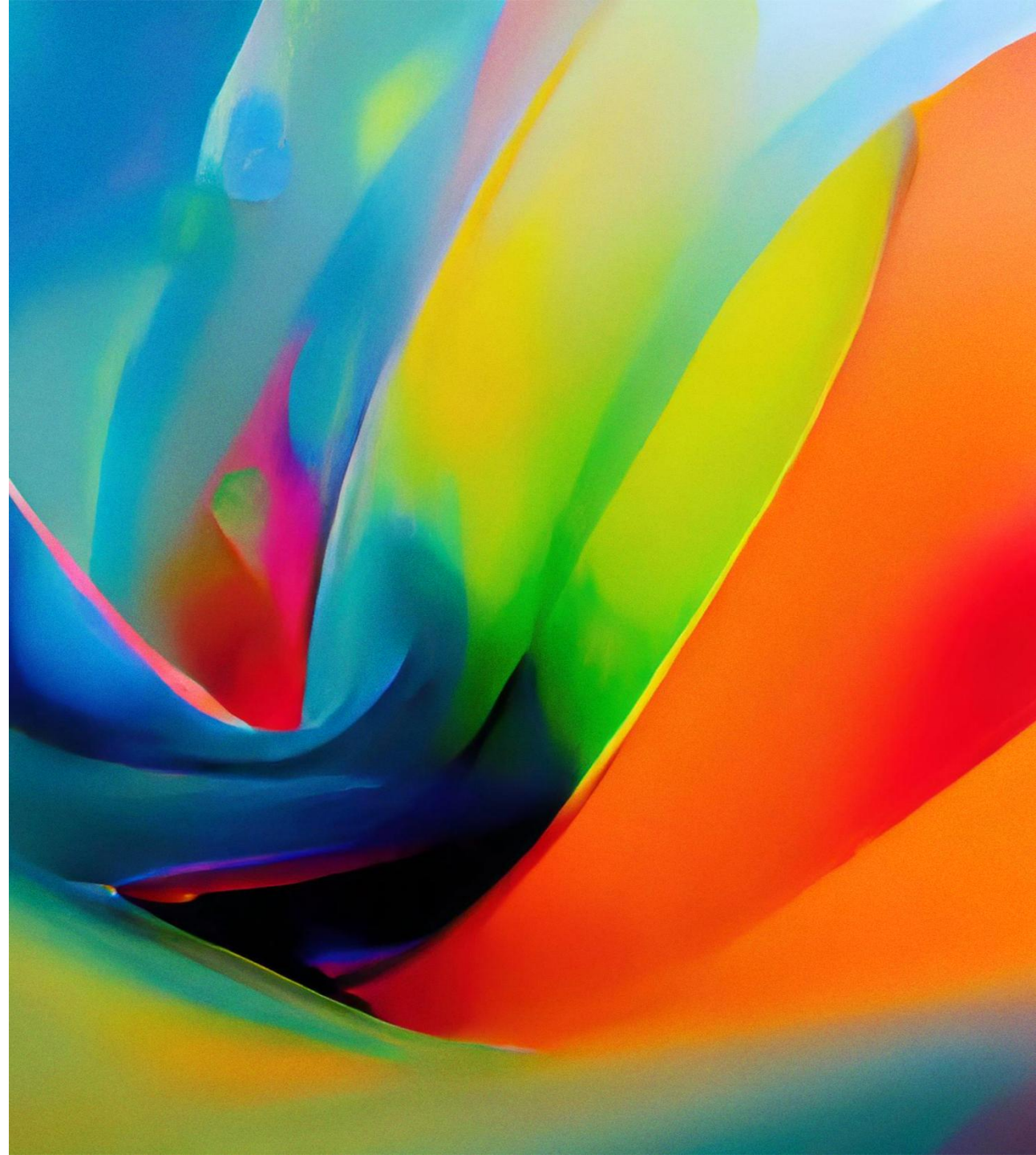


From Bottlenecks to Breakthroughs: Modernizing B2B Content Operations

Adobe

Image generated with Adobe Firefly



Our speakers



Bryan Casey

Vice President, Digital



Moria Fredrickson

Sr. Director, Brand, Creative & .com



Nick Harper

Principal, B2B Content Transformation



Adobe enables complete customer experience orchestration



**Unleashing
creativity**

Adobe Creative Cloud



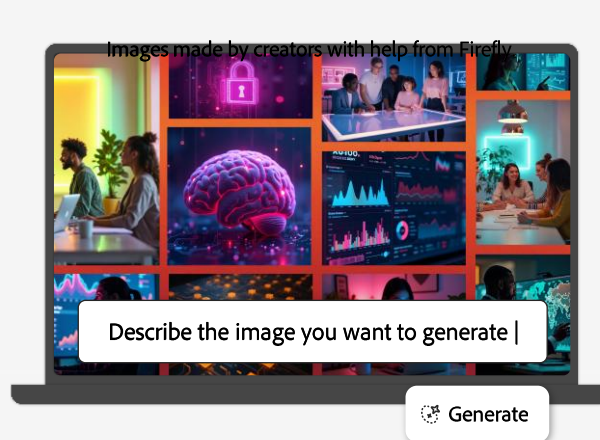
**Powering
digital businesses**

Adobe Experience Cloud

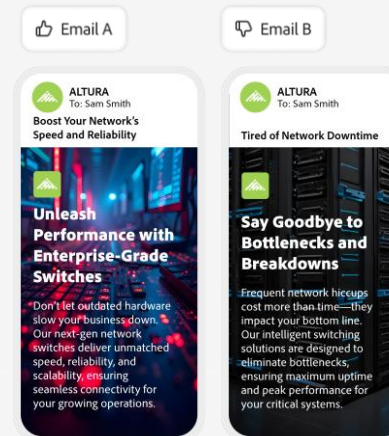


**Accelerating
document productivity**

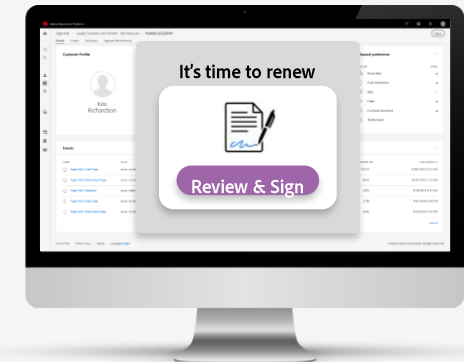
Adobe Document Cloud



AI-driven design and production
Scalable brand consistency
Automated asset personalization



Content from creation to activation
Personalized buyer engagement
Data-driven growth & optimization



Cloud-based document management
Digital contracts and workflows
Secure digital approvals

Content is a significant driver of B2B sales

B2B buyers increasingly expect seamless, personalized digital experiences that cater to their specific needs and preferences. B2B companies need to prioritize the creation of agile, relevant content and robust digital experiences to meet these evolving expectations.

55%

of B2B buyers rely more on content to make purchasing decisions than a year ago¹

69%

of B2B buyers report personalization influences whether they read or view something²

62%

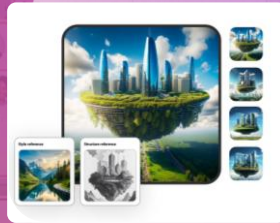
of B2B buyers develop selection criteria or finalize a vendor list based solely on digital content³

Five building blocks to optimize your content supply chain

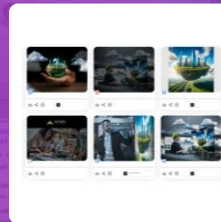
Workflow & Planning



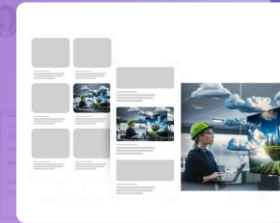
Creation & Production



Asset Management



Delivery & Activation



Reporting & Insights

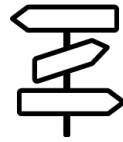


Catalysts for evolving your content operating model



Growing Content Demands

More channels, more team needs for content — faster than ever



Changing GTM Strategy

New segments, products, and motions require flexible content delivery



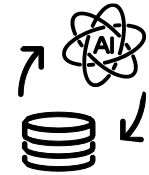
Competitive Pressure

Speed, relevance, and personalization are now table stakes



Disconnected Teams

Siloed creation slows you down and fractures the brand experience



Tech + AI Adoption

You've invested in tools — now unlock their full value with the right model

Time to Rethink Your Content Model

Align teams, tech, and strategy to turn content into a competitive edge.

Discussion



Bryan Casey

Vice President, Digital



Moria Fredrickson

Sr. Director, Brand, Creative & .com



Nick Harper

Principal, B2B Content Transformation



Thank you

Adobe