

Ashish Kumar

+61 427 080 239 | ashishkumar123@gmail.com | Sydney, Australia (Permanent Resident) | [LinkedIn](#)

EXECUTIVE SUMMARY

- I help organizations across APAC use **Adobe Firefly Enterprise** to bring **generative AI** into their creative workflows—making content production faster, safer, and on-brand.
- I lead a team of **Engagement Managers, Creative Technologists, and Developers** delivering complex SaaS implementations that turn ideas into scalable, high-quality workflows.
- With over a decade in **Professional Services and Onboarding**, I'm passionate about simplifying technology adoption, building strong teams, and driving measurable creative and business outcomes.

FUNCTIONAL EXPERTISE

- Strategic Portfolio Delivery
- Stakeholder Relationship Management
- Service Governance & Quality
- Change & Adoption Enablement
- Data-Driven Performance Optimization
- Budgeting & Commercial Acumen

TECHNICAL EXPERTISE

- Cloud Platform Integration
- API & System Architecture
- ITSM & SLA Governance
- Data Analytics & Dashboards
- DevOps & Automation Tools
- Creative & Brand Tech

PROFESSIONAL EXPERIENCE

Adobe | Feb 2009 – Nov 2025 | 16 years

Sr. Delivery Manager, Firefly Enterprise | Mar 2023 to Nov 2025 | Sydney, Aus

- Led and developed a high-performing team of **10+ Engagement Managers, Creative Technologists, and Developers** across APAC, achieving **91 employee engagement scores** (+7 higher than Company average)
- **Built and executed a promotion-readiness model** aligned with Adobe's leadership competencies, leading to **25% of team members achieving internal promotions** each year.
- **Managed a \$15M customer portfolio** across APAC, driving **10% year-over-year growth** through strategic account expansion, renewal success, and proactive customer engagement.
- **Led enterprise-scale GenAI transformation programs** across APAC, enabling marketing and creative teams to **reduce campaign development time by 35%** and **increase content throughput by 2x** within 12 months.

- Built executive trust through transparent governance and success storytelling, resulting in **customer advocacy recognition in 3 key enterprise accounts** and a **15% increase in NPS year-over-year**.
- Partnered cross-functionally with Customer Success, Enablement, and Product teams to **co-develop adoption strategies** that improved **customer proficiency and reduced time-to-first value by 25%**.
- Delivered **20+ GenAI proof-of-concept implementations** showcasing measurable value in content creation, personalization, and analytics — **75% converted into production deployments**.

Sr. Manager, Implementation, Creative & Document Cloud | Sept 2017 to Feb 2023 | Sydney, Aus

- **Led a high-performing APAC team** of Implementation Managers and Technical Onboarding Specialists, achieving **95% project delivery SLA** and maintain **>90% customer satisfaction (CSAT)** across enterprise deployments.
- **Partnered with client and internal engineering teams** to troubleshoot complex implementation issues, driving **average resolution time down by 25%**.
- **Partnered with Sales and Renewals teams** to support technical discussions during deal cycles, contributing to **>95% renewal rate** for strategic enterprise customers.
- **Championed a people-first leadership approach**, introducing rewards and recognition initiatives that increased engagement and sustained high performance, enabling **100+ successful client onboarding annually**.
- **Introduced a scaled-delivery framework** for low-touch customer segments, enabling **1: many onboarding and success programs** that improved operational efficiency and coverage across APAC by 3x.

Lead, Employee Experience Technologist | Jun 2009 to Aug 2017 | Sydney, Aus & Noida, Ind

- **Served as APAC subject matter expert** for all technical infrastructure issues, ensuring **99% uptime** and seamless IT operations across multiple sites.
- **Led process and methodology improvements** that increased team productivity by **25%**, streamlining ticket resolution and reducing incident backlog.
- **Acted as the single point of contact** for cross-functional teams delivering critical infrastructure projects across APAC, ensuring **on-time and on-budget delivery**.
- **Implemented IT asset and vendor management processes** that improved hardware replacement turnaround by **30%** and enhanced procurement efficiency.
- **Developed standardized employee onboarding procedures** and conducted new-hire IT orientations, enabling **faster setup times and smoother onboarding experiences** for all employees.
- **Maintained IT knowledge base (ITKB)** by documenting recurring issues and solutions, reducing repeat incidents by **20%** and improving first-call resolution rates.
- **Enhanced collaboration and meeting readiness** by managing AV and conference room infrastructure, ensuring **100% availability for business-critical meetings**.

Convergys India Services | IT Support Engineer | Gurgaon, Ind | April 2008- Jan 2009

- Delivered Level 2 desktop support to 1,000+ internal users, achieving **95% first-call resolution rate** and maintaining **consistently high customer satisfaction scores**.
- Resolved application, hardware, and OS issues via phone, email, and remote tools (Go2Assist, Bomgar, LANDesk, RDC), improving average issue resolution time by **20%**.
- Deployed automated scripts and remote imaging through LANDesk servers, reducing desktop setup and patching time by **30%**.
- Supported enterprise applications including Nortel VPN, Lotus Notes, and Citrix environments, ensuring **secure and uninterrupted access** for employees globally.
- Collaborated with global IT teams to standardize troubleshooting procedures and documentation, improving service consistency and reducing ticket reopens by **15%**.

HCL Technologies BPO Services | Sr. Technical Support Office | Noida, Ind | Nov 2005- Apr 2008

- Resolved complex ISP connectivity and performance issues for global customers, **maintaining a 95%+ first-call resolution rate and exceeding SLA targets**.
- Provided specialized technical support for MAC OSX and Anti-Virus software, reducing average troubleshooting time and maintain **Average Handling time by 5%**.
- Handled and de-escalated high-priority complaint cases, ensuring timely resolution and achieving top-quartile customer satisfaction scores.
- Collaborated with team leads to manage workload spikes and provide coverage support, improving overall team efficiency.
- Recognized for reliability and technical expertise, frequently assisting in new-hire mentoring and knowledge transfer within the support team.

EDUCATION

Bachelor of Technology (B. Tech) in Electronics and Communication

Anand Engineering College,

Agra, India

June 2001 – May 2005