



**Tim Waddell**

Director, Product Marketing

[Omniture BU, Adobe Systems Incorporated](#)

Tim is the Director of Product Marketing for Adobe's Omniture Business Unit, managing the acquisition based applications. His role within Omniture is to deliver solutions which provide marketers the capabilities to understand, manage and optimize cross-channel marketing campaigns. With the data available today, advertisers have the opportunity to create campaigns that reach their target audiences with the right message in the appropriate environment across the wide array of marketing channels. These capabilities will drive conversion, increase retention and ultimately deliver a profitable marketing portfolio.

Tim brings significant experience in the online and traditional marketing disciplines. For the past 18 months, Tim managed the Marketing Analytics team at Microsoft for Bing. He also managed MSN's commerce team, driving the demand generation program and developed packaging solutions for partners. His online experience began with the launch of Travelocity, managing the advertising and sales efforts. And prior to that, Tim was a Media Supervisor in San Francisco at Goldberg, Moser, O'Niell working on Dreyer's Ice Cream and began his advertising career at Hal Riney & Partners with the launch of Saturn cars.