

ADAM BISHOP

CHIEF MARKETING OFFICER



Adam leads Y Soft's global marketing initiatives, including Partner Marketing, Go-to-Market, Marketing Communications, and Growth & Brand. He is responsible for establishing the company's integrated marketing strategy, positioning and messaging, brand awareness, and thought leadership activities.

Adam and his team work to create a seamless execution of inbound online initiatives, social media presence, value-adding collateral, demand generation, partner marketing campaigns, and internal communications activities, including events, product positioning, and building meaningful relationships with key industry analysts. Adam is all about nurturing strong relationships with customers and partners and driving the customer-first approach in order to create marketing campaigns that help shape customer requirements for the use of technology.

Adam joined Y Soft in the Summer of 2022 with the acquisition of EveryonePrint, a Danish cloud print software provider, and took over as Chief Marketing Officer (CMO). Adam came on board with a track record, leading both sales and marketing teams and close to 15 years of experience in the Print Industry.

Prior to Y Soft, Adam worked as EveryonePrint's Chief Revenue Officer (CRO), where he led the united marketing and sales force and introduced a market-disruptive business model and product portfolio. During that time, Adam became responsible for signing global partnerships with three major industry vendors. Before that, Adam worked as a Worldwide Alliance Manager at Nuance Communications, Product Marketing Team Leader at Samsung Electronics, and Office Solutions Value Proposition Manager at Ricoh UK. In these roles, Adam has contributed to growing partnerships (zero to multimillion-dollar relationships), launched new & disruptive product offerings, and much more.