

Rich Reitman
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Rich Reitman leads Adobe's *Architecture at Adobe* initiative, whose mission is to establish the practice of software architecture as a core competency at Adobe. A member of Adobe's Advanced Technology Lab, Rich mentors software architects throughout Adobe's various business units, providing resources, tools, training, and hands on one-on-one coaching.

Before joining Adobe in 2005, Rich led IBM's future client systems research area, providing coordination and strategic direction to research teams in China, India and the United States. Rich joined IBM as part of the acquisition of Rational Software, and managed and led the Rational architecture team during the acquisition and transition period.

Prior to the acquisition in 2003, Rich was Vice President and Chief Technology Officer of Rational Software Corporation. Rich had responsibility for the coordination and integration of all of Rational Software's technologies, and was involved in setting direction for development and acquisition of new technologies for Rational.

Rich joined Rational in 1982 as a senior developer and held positions of increasing responsibility in software architecture and product development. He was chief product architect for Rational's programming environment products and for Rational Rose. Prior to becoming Chief Technology Officer, Rich was Vice President and General Manager of Process and Project Management Products, where he was responsible for Rational's configuration management, change management, document automation, and process products.

Before joining Rational, Rich had been an associate professor at the Syracuse University School of Computer and Information Science. Rich holds a Ph.D. in computer science from Cornell University.