



## 2026 Page Spring Seminar



**Jonathan H. Adashek**  
**Senior Vice President, Marketing**  
**and Communications, IBM**

Jonathan Adashek is IBM's Senior Vice President, Marketing and Communications.

Jonathan was appointed the head of Marketing in January 2022, adding to his previous responsibilities as Chief Communications Officer. He is responsible for overseeing the company's global Marketing, Communications and Corporate Social Responsibility organization, which includes full funnel marketing,

corporate affairs, and ESG. In addition, he is responsible for federal client business development.

Jonathan aligned IBM's marketing and communications efforts under a single brand platform, Let's create, in support of IBM's mission to become the leading hybrid cloud and AI company.

His background in leading global teams has helped create an agile and collaborative culture. Before joining IBM, Jonathan was employed at Renault Nissan Mitsubishi Alliance in Paris, where he was the Alliance Global Vice President, Communications. His prior positions include: Chief Communications Officer at Nissan Motor Co. in Yokohama, Japan; General Manager, Communications Strategy at Microsoft; and Executive Vice President and Global Client Relationship Manager at Edelman – where he worked with a variety of clients including Microsoft, Starbucks, Walmart, and the Abu Dhabi and United Arab Emirates governments.



He brings almost 30 years of experience across domestic and global teams serving different sectors, including technology, automotive, manufacturing, government, retail, finance, and energy, across the B2B and B2C landscape. He also brings governmental and political experience with him, having worked in the Clinton Administration White House and Treasury Department as well as on multiple U.S. presidential campaigns.

A graduate of University of Wisconsin-Milwaukee, Jonathan earned a Bachelor of Arts degree in Political Science.

Jonathan is an avid music and Wisconsin sports fan. He lives in Westchester County, NY, and in his personal time, you can find him spending time with his wife, their two kids and dog.