

Inside the Workfront Admin Role: 10 Lessons from My First Two years

Adobe Workfront Customer Success | May 21, 2026

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This session is being recorded.

Keep an eye out for a follow-up email after the event (from csatscale@adobe.com) with a summary and links to the recording, slide deck, and more.

Agenda

Jen Mancini, Adobe Workfront Application Owner at Aramark, knows firsthand what it's like to need a crash course in becoming a Adobe Workfront Admin - because she was in that very position just two years ago.

Drawing from her real-world experience, Jen shares practical lessons learned along the way, from onboarding and change management to navigating early mistakes and refining workflows over time. In this webinar, she'll walk attendees through her journey and the insights she's gained to help others grow and succeed as Workfront Admins.

Start Time	9:00 a.m. PT / 12:00 p.m. ET
-	Welcome & Introductions
35 minutes	10 Lessons from Jen
20 minutes	Open Q&A
5 minutes	Resources & Upcoming Events
End Time	10:00 a.m. PT / 1:00 p.m. ET

Introductions



Jen Mancini

Adobe Workfront Application
Owner, Aramark

WUG-Philadelphia Co-Lead

Perspectives Author, [Growing
Through Workfront: Real
Admin Lessons](#)



Adobe Workfront Scale Customer Success Team, csatscale@adobe.com

Cynthia Boon, Leslie Spier, and Nichole Vargas

Available to all customers, you can find or contact us:

- During our free virtual events. View the calendar of [Events](#) on Experience League.
- On Experience League. Tag us on the [Community](#)
- On LinkedIn

Inside the Workfront Admin Role:

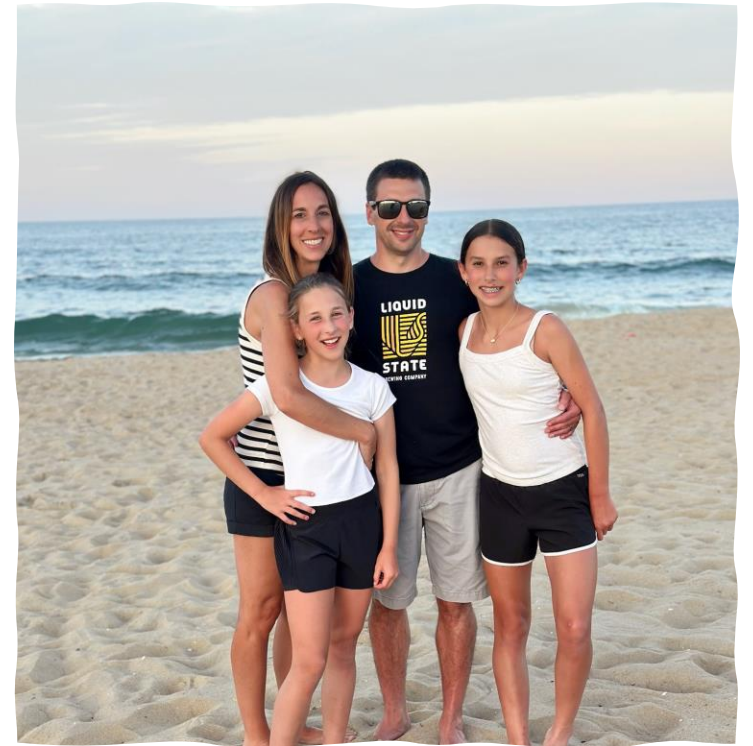
10 Lessons from My First Two Years



Jen Mancini
May 21, 2026
Adobe

A Jen Mancini Friendly Hello!

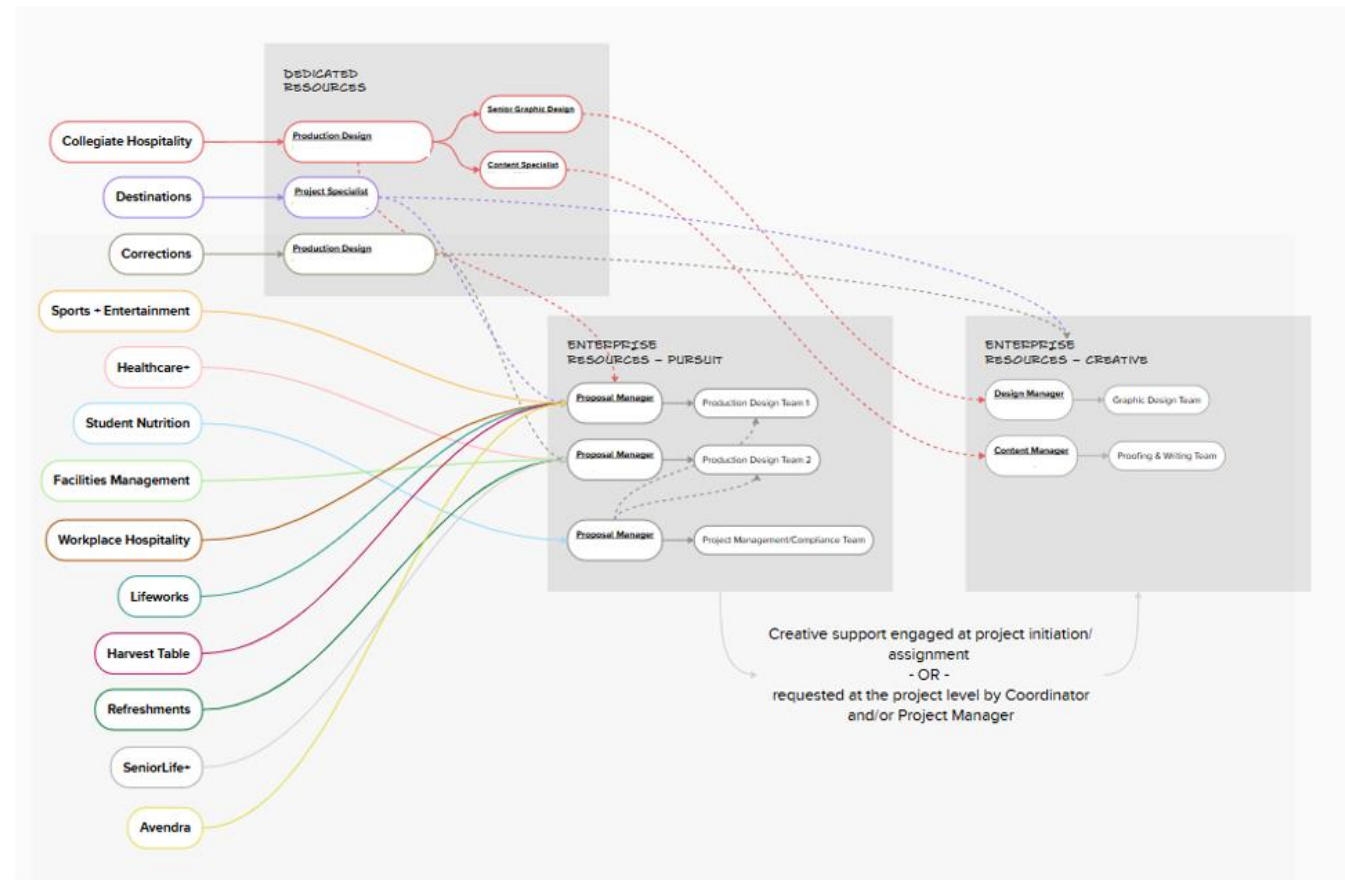
- 20+ years in Marcom and Project Management
- Adobe Workfront Application Owner at Aramark
- Co-Lead Philly WUG Chapter
- Live in Bethlehem, PA
- On the soccer field every weekend
- Have an English Setter from Turkey
- Learning Mindset



Lesson 1: Do your Research

Ask the questions:

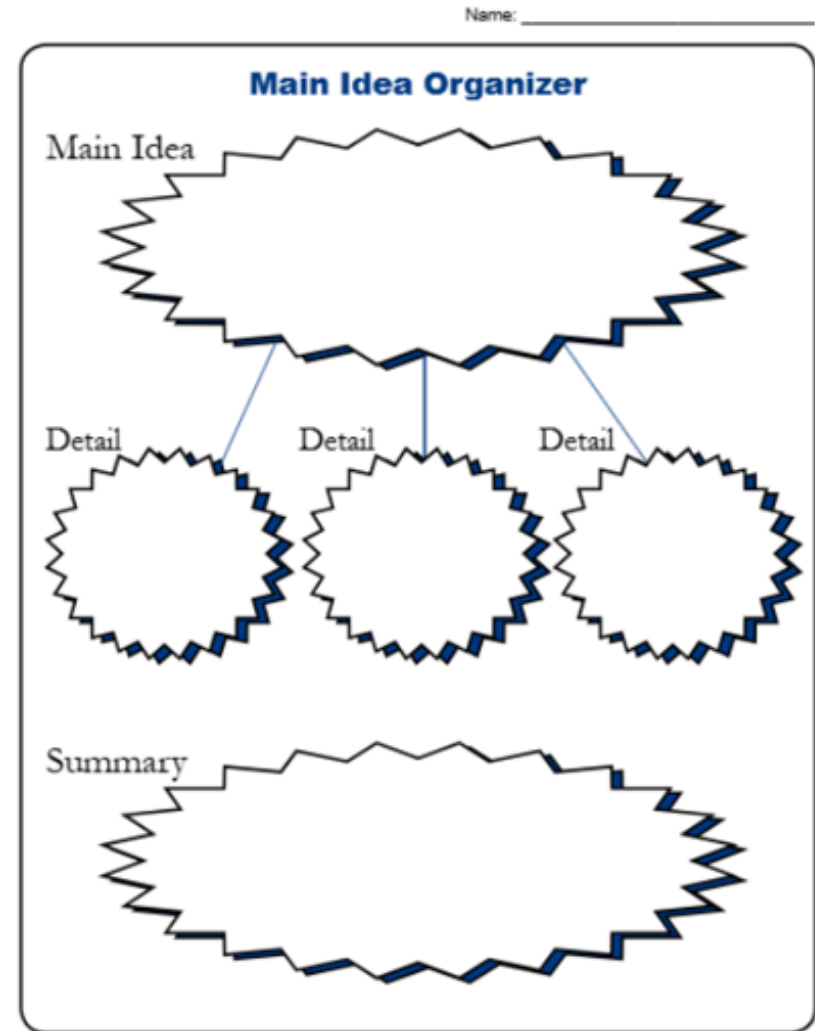
- Who is within your department?
- Who are the key players and what are their roles?
 - What are their current workflows?
- Is every workflow captured within Workfront?
 - If there are workflows occurring outside of Workfront, why?



Lesson 2: What is your Workfront Main Idea?

Your Main Idea will guide everything:

- Custom Fields
- Custom Forms
- Workstreams
- Project Templates
- Automations
- Reports



Lesson 3: Listen to the Key Players

Individual Meet & Greet:

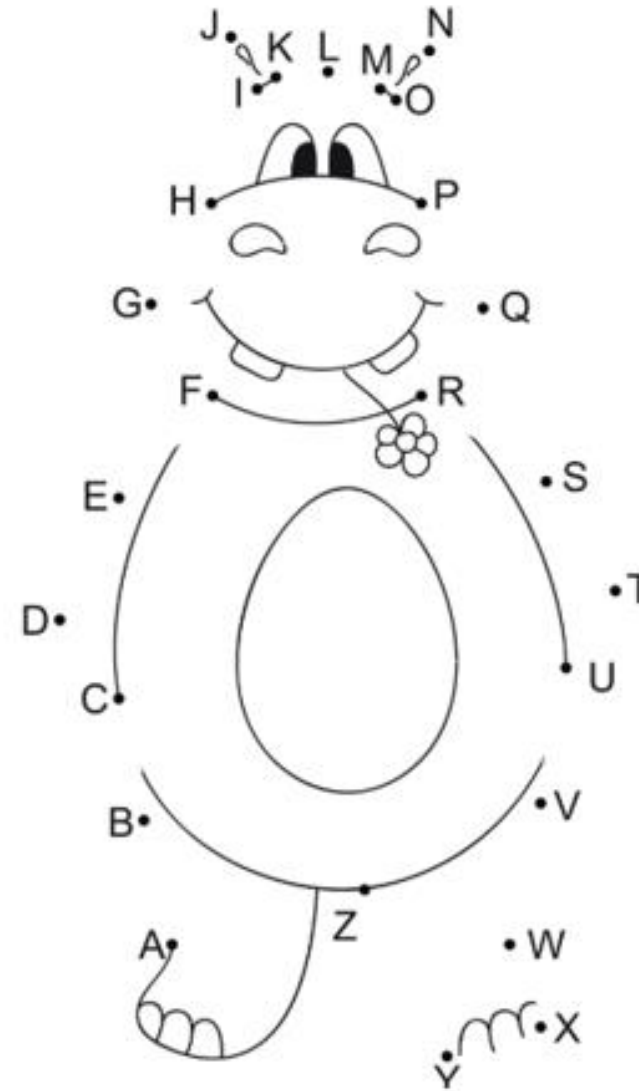
- What's currently working well in Workfront for you?
- What is a pain point?
- What don't you understand?
- What do you wish the system did better?
- What's on your Workfront wish list?



Lesson 4: Learn in the Workfront Instance

You will be connecting the dots for a while:

- Walk through the user journey
 - What confuses you?
- **FREE** Experience League Courses
- Customer Success Monthly Webinars
- **Workfront Help**
 - Tutorials
 - Playlists
- Submit a post on Experience League





Assemble your Workfront Ambassadors

Amazing adapters

Loudest complainers



Schedule monthly meetings

What's working?

What's not working?

What's on your wish list?

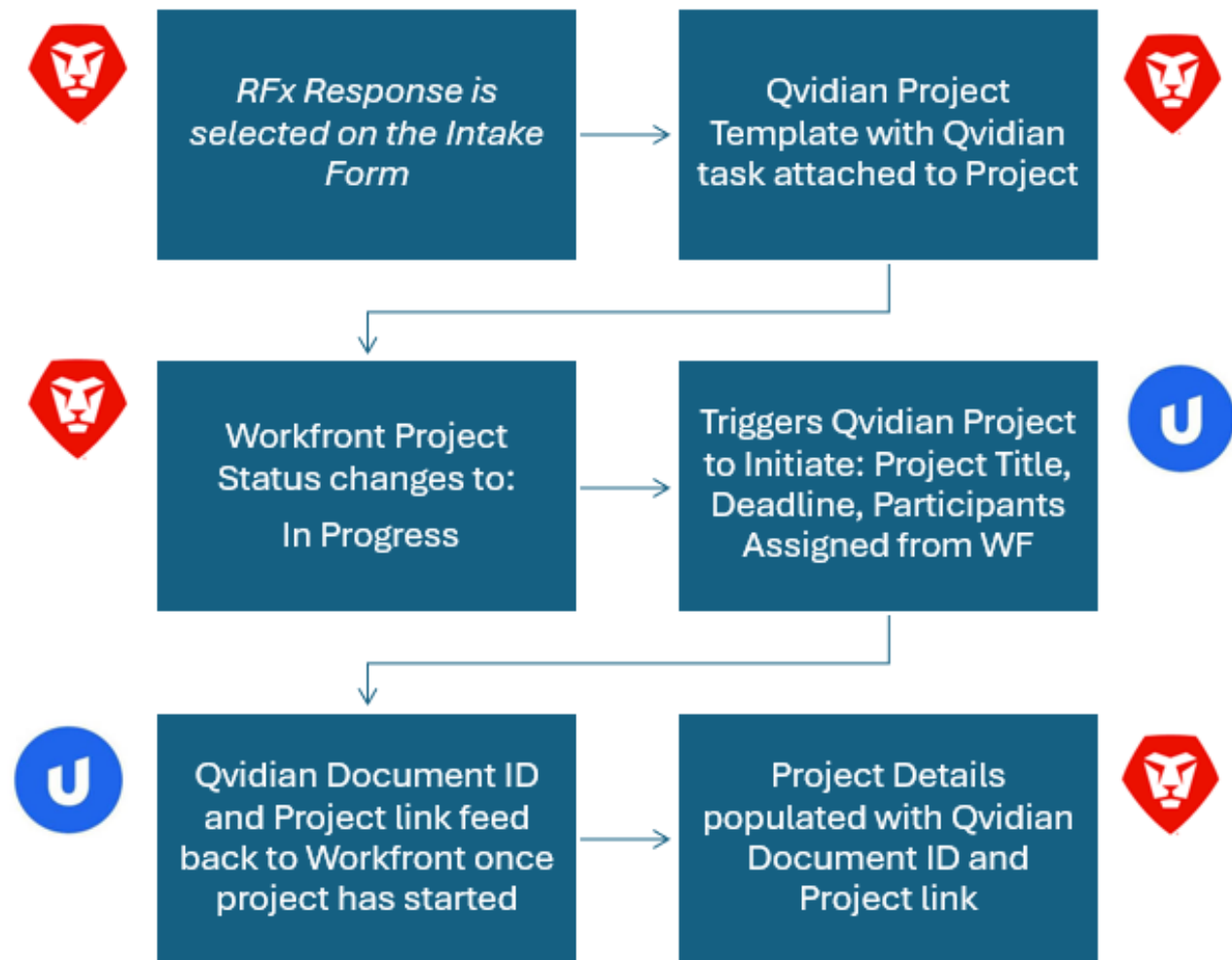
Governance issues?

Testing process?

Lesson 6: Change Management *Can* be Fun

Metathesiophobia is a *real* thing

- Map out the workflow
- Socialize with end users
- Test with the end user and cheerleaders
- Revise, retest, feedback
- Over-communicate the process rollout with the team
- Throw some ringers in the mix



Lesson 7: Your Workflows *will* Evolve

This works for how we work right now...

- Manual processes become Fusion Scenarios
 - Time x People x Hour Rate
- New custom fields are needed to capture new data
- Custom forms change to intake queues
- New teams or groups are added to a department
- Usage



Lesson 8: Do Your Homework in SB01

Refresh SB01 before any big update

- Practice in Preview and SB01
- Have questions? Ask the Experts:
 - Experience League
 - csatscale@adobe.com
 - Workfront Champions
 - Adobe Support Ticket



Lesson 9: You will Make Mistakes

Problems in Workfront are Figureoutable

- Create a report to see what projects were affected
 - Fusion Scenario to revert the data
 - Bulk edit
- Adobe Support
- Adobe Ultimate Success
- Adobe Consulting Hours
- Phone a friend



Lesson 10: Find Your Workfront Tribe

- Customer Success Monthly Events
- Attend Workfront in-person events
- Join a WUG (or start one!)
- Post a Question in Experience League
- csatscale@adobe.com
- Connect with your Adobe Rep



Free Events for Workfront System Admins:

- Experience League: Events
 - **June 18th**: *Mega-WUG: Building Your Workfront Career: Learn From The Experts*
@ 12:00 p.m. EST
 - Join a WUG
 - Adobe Workfront WUG-PHILADELPHIA

Thank you!

Stay Connected: www.linkedin.com/in/jennifermancini

Q&A

Raise your hand to come off mute or post your question in the chat pod!

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Webinar Feedback

Please complete [this short survey](#) to share feedback on today's webinar. Responses are anonymous, so transparency and honesty are appreciated!

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Workfront Updates

The Workfront Wire



We are SO excited to introduce [The Workfront Wire](#), a new monthly newsletter now available on the Experience League Community published by your Customer Success team!

- Self-serve resource and go-to-source for all things Workfront (pinned every month to the top of the feed)
- News, updates, and upcoming events
- We heard you – you missed the Workfront Customer Newsletter!
- All personas can take advantage – System Admins, Group Admins, Power Users, etc.
- Ask questions and request topic(s) for future newsletters

This was designed for YOU, so let us know what else you want or need to make it more valuable!



The screenshot shows a community post titled "The Workfront Wire, May 2026 - Your Go-To Source for News, Updates & Events". It is pinned and has 1 reply and 0 views. The author is NicholeVargas, an Adobe Employee, who posted it 42 minutes ago. The post features a red banner with the Adobe logo and the text "May 2026 | Adobe Customer Success The Workfront Wire". The main text of the post reads: "Welcome to the VERY FIRST edition of the Workfront Wire! This is your new monthly roundup built just for Workfront customers. Think of this as your one-stop-shop for the latest news, updates, events, and everything happening across the Workfront world. Each month, we'll bring you what's new, what's next, and what you should know to get the most out of Workfront, without having to dig for it. Let's get into it, and we'll see you again next month for the next edition of the Wire." Below this, there is a section titled "Adobe Summit: 4 Key Workfront Announcements You Should Know" which lists four key updates: Workflow Optimization Agent, AI Collaborators, Advanced Enterprise Operations, and Unified Review & Approval. The post concludes with a call to action: "Apply to become an Adobe Workfront Champion!" and a note that applications are open now through June 5, 2026.

Apply Today! Adobe Workfront Champion Program

The Adobe Champion Program is a prestigious opportunity for top users of Adobe solutions, including Workfront, to share their expertise, influence product innovation, and connect with a global community of leaders. As an Adobe Champion, you'll enjoy a wealth of benefits, including:

- **Knowledge sharing and networking**
- **Direct collaboration with Adobe:** Influence product roadmaps, participate in betas, and help develop product-specific certification exams.
- **Exclusive opportunities:** Gain speaking, content creation, thought leadership, and personal branding opportunities at marquee events
- **Recognition:** Receive custom creative assets and banners to showcase your status as an Adobe Champion
- **Exclusive swag:** Stand out with unique Adobe Champion swag items
- **Adobe Champion Forum:** Invitation to the exclusive 2-day forum hosted at Adobe HQ, for networking with fellow Champions and product leaders



Applications are open now and will close June 5! Don't miss your chance to get involved. [Apply today!](#)

Attention Atlanta Area Customers!

[In-Person Only] June 3 from 11:00 – 2:00pm ET

Adobe Workfront Lunch & Learn with Customer Success | Adobe Atlanta Office, Midtown

Join Cynthia Boon, Leslie Spier, and Nichole Vargas of the Adobe Workfront Customer Success team for an exclusive, in-person Lunch & Learn at the Adobe Atlanta office to connect you with peers, exchange strategies, and gain practical insights to drive adoption, reporting, and operational excellence.

Kicking off with insights from Synchrony and followed by an open discussion, this session brings together Workfront System Administrators, business stakeholders, and project leaders to foster meaningful dialogue, share perspectives, validate approaches, and explore what's possible.

Lunch will be provided.



Registration is required. If multiple people from your organization are joining, please have each person register separately so we can coordinate access to the event.

If you have any questions, email csatscale@adobe.com.

San Francisco Area Customers – Save the Date!



Join the Adobe Workfront Insider Tour in San Francisco on June 17!

This **free half-day event** is packed with expert insights, customer success stories, and opportunities to connect with peers and Adobe product leaders. Discover best practices and learn how to maximize value with Adobe solutions through interactive sessions and discussions.

[Reserve Your Spot Now](#)

What You'll Experience:

- The latest innovations in **Adobe Workfront**.
- Practical tips and strategies from Adobe experts.
- Real-world success stories from fellow customers.
- Networking over lunch and happy hour.

Upcoming Virtual Events for Workfront Admins

All events are published to the [Events](#) page on Experience League. Events are free to attend; anyone can register!

- May 28 at 8:00 a.m. PT - [Workfront Planning Global Record Types Explained: When, Why, and How to Use Them](#)
- June 4 at 9:00 a.m. PT & 8:00 p.m. PT – [Adobe Workfront Roadmap Webinar](#)
- June 16 at 9:00 a.m. PT – [Scaling Marketing Operations: McKesson’s Automation Journey with Workfront & Fusion](#)
- June 23 at 9:00 a.m. PT – [Nathan's Five Faves: Basic APIs for the Workfront World](#)
- June 24 at 9:00 a.m. PT – [Own Your Impact as a Workfront System Admin](#)
- July 9 at 8:00 a.m. PT – [Adobe Workfront Third Quarter 2026 Release Webinar](#)



[Workfront User Groups \(WUGs\)](#) are customer-led and require a login/account to register. Unless specified, WUGs are virtual. The chapter leading or sponsoring the session is listed below.

- [Toronto, ON] May 27 at 9:00 a.m. PT – [Workfront & OpenAI: It’s A\(EH!\)I-mazing](#)
- [Michigan] May 27 at 9:00 a.m. PT – [AI in Workfront & Fusion: Summit Insights and Practical Uses](#)
- [Ohio] June 1 at 9:00 a.m. PT – [June 2026 Roundtable](#)
- [Philadelphia] June 18 at 10:00 a.m. PT – [Mega-WUG: Building Your Workfront Career: Learn From The Experts](#)
 - Panel discussion with multiple Workfront Admins, Champions, and/or WUG leaders



Workfront Job Board

Did you know that the Experience League Community forum has a dedicated Discussion Group where you can post [Workfront-related job openings](#)?

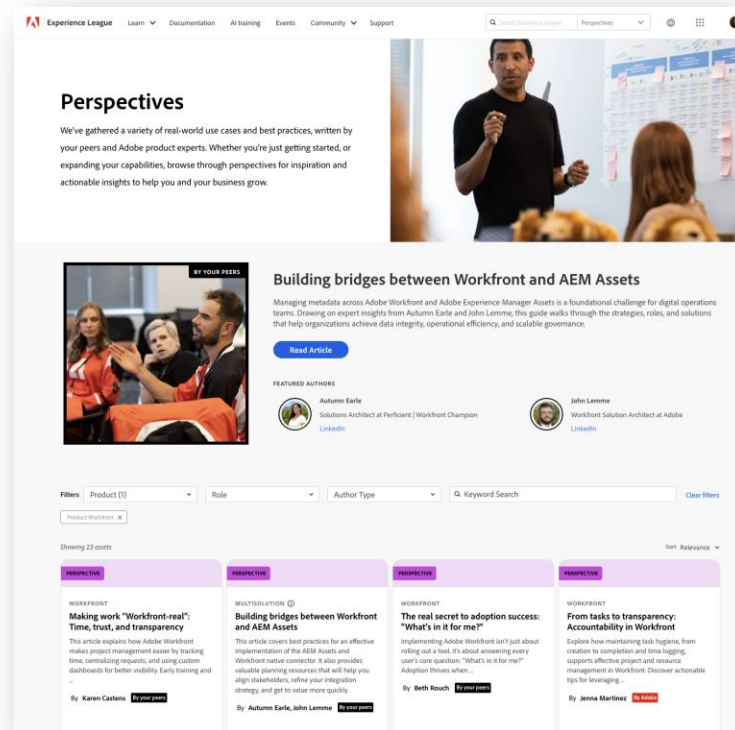
- Anyone can post!
- Find qualified candidates
- Help the broader Workfront Community find their next opportunity
- Increase visibility for open roles within a targeted, skilled audience
- Strengthen connections across customers, partners, and practitioners

The screenshot shows the 'Workfront Job Board' page within the Experience League Community forum. The page features a search bar for groups, statistics for 86 total posts and 38 total replies, and a 'Create new post' button. A list of job postings is displayed, including one for a 'Workfront Global Administrator position in Cleveland, Ohio' by AllisonLa2, a post by bizzybody looking for an India-based candidate, and a post by Srinija_N seeking a Workfront Admin/Developer and a Fusion Developer in India. A dropdown menu is open, showing navigation options like 'Community' and 'Support', and a list of 'QUICK LINKS' and 'COMMUNITIES BY PRODUCT'.

Perspectives: Peer-Driven Content



Did you know there is a dedicated section on Experience League for peer-driven content? It's call [Perspectives](#) (found under the dropdown, Learn). Since February 2026, there have been EIGHT – yes 8 – new real-world use cases and best practice recommendations published by your peers and Workfront Champs:



- [Resourcing at a glance: Instant insights dashboard](#)
- [Growing through Workfront: Real admin lessons](#)
- [From chaos to order: Shaw's Workfront PMO transformation](#)
- [The real secret to adoption success: "What's in it for me?"](#)
- [Two admins. Two companies. One Workfront.](#)
- [Building bridges between Workfront and AEM Assets](#)
- ["Help me help you": From support queue to adoption](#)
- [Making work "Workfront-real": Time, trust, and transparency](#)

Thank You!

Keep an eye out for a follow-up email from csatscale@adobe.com in the next few hours!

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