



Biography

Phil Smith
Vice President, Technology & Corporate Marketing,
European Markets
Cisco

Phil Smith is Vice President, Technology & Corporate Marketing for Cisco's European Business. As a member of the European board he is responsible for all Marketing and Technology as well as PR, Analyst Relations and Segment based marketing. A key focus is the continued growth and success of Cisco's Advanced Technologies which are a set of new markets and technology areas into which Cisco has expanded over the last few years, many of which are approaching \$1Bn per annum businesses in their own right and are vital to the continued growth and success of Cisco.

Phil's previous role was Managing Director of BT Operations at Cisco. The extremely extensive relationship between Cisco and BT grew significantly under his leadership where he drove sales, channel, and other partnering activities in the UK and worldwide.

Phil joined Cisco in 1994 in a technical consulting role, working with some of the company's largest customers, from banks through to service providers. He moved away from consulting to become the first Technical Director for Cisco UK where he was responsible for technical operations. In 1998 Phil was appointed Director of Business Development and Marketing for the UK operation, giving him responsibility for market development, commercial and technical strategy. The role covered a wide range of areas including marketing, partner programs and running emerging technology sales teams, as well as responsibility for areas as diverse as Corporate Social Responsibility, local acquisition and investment and government relations.

Phil has been a frequent public speaker on issues ranging from the future of technology, Web 2.0 and the Internet, to corporate strategy and for several years a regular spokesperson on the expert panel for the Sunday Times Enterprise Network feature. He is also a member of the Board of the Thames Valley Economic Partnership and a board member of Young Enterprise. With his vast experience in business and technology, Phil's strength lies in being able to humanise technology in order to provide customers with a clear understanding of how technology can improve their business.

Before joining Cisco, Phil spent nine years working in a senior architecture role for IBM, with responsibility for IBM's customer and internal networks. Previous to his role at IBM, he worked for Philips Electronics gaining experience in systems programming, network support, design and implementation.

Phil is a graduate of Glasgow University and currently lives in Stratford with his wife and four children. In his spare time, Phil enjoys playing the guitar.