

JOHN SMITH

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BUSINESS CONSULTANT, IT & TELECOMMUNICATIONS

LEADER & VISIONARY | BUSINESS & MARKET SHARE GROWTH | STRATEGY DEVELOPMENT & EXECUTION

Business transformation consultant with 20+ years of expertise in engineering business strategies that trigger **rapid business growth and organizational performance** in the IT industry in México. Excel at **restructuring business, opening new markets and launching and expanding product lines and services**. Align lucrative **strategic partnerships**, leveraging **key relationships with Fortune 500** business executives, government officials, manufacturers and educational institutions.

KEY EXPERTISE

Leadership • Business Growth • Market Share Growth • Revenue Growth • B2B & B2C Sales Strategies • Product Launch Operational Performance • Business Process Improvement (BPI) • Strategic Partnerships • P&L Management • Marketing Project Management • Managed Services Contracts • Human Resources (HR) • Executive & Team Collaboration

CAREER OVERVIEW & SELECTED ACCOMPLISHMENTS

VICE PRESIDENT & GENERAL MANAGER, CISCO MEXICO – CISCO SYSTEMS, INC.

2015-Present

Cisco is the worldwide leader in networking for the Internet, now focused on cloud-based products in enterprise segments.

Strengthen Cisco Mexico operation, driving sales, marketing and services, with oversight of 1,000 employees. Support multiple divisions, including Cisco Capital, Public Relations, Government Affairs, Finance, and Corporate Social Responsibility and HR.

Growth: Drove country of México to fastest growth among Brazil, Russia, India, China and México (BRICM) region.

- **Propelled 20% YOY growth in FY15, for \$855M**, as well as 16% compound annual growth rate (CAGR) for last 6 years by focusing on high-growth areas of SP Video, Core Systems and Mobility.
- **Positioned México as a source of growth**, exporting \$8B in products.
- **Built Cisco Center of Innovation in México City**; vertical solutions in Education, Security, Health Care and Smart Grid.
- **Attract 4,500+ customers annually to Cisco Live in México**, largest annual technology event in México.

Market Leadership: Surged Cisco to #1 rank in México market share in every segment of every architecture and technology by launching 15 strategic initiatives and forming accelerations teams.

- **Won 65% of market share** in participation in Country Digitization Plan.
- **Posed Cisco as a leader in Services Provider video market**; strong presence in Televisa Telecom, Megacable, AMX/Telmex, Grupo Hevi.

Strategic Partnerships:

- **Obtained \$26M investment for Cisco Support Center** by engaging key universities in corporate plan.
- **Opened new manufacturing offices in Guadalajara** by connecting with manufacturing leaders and government officials.
- **Acquired first XaaS partner** for Unified Communications (UC).

Operational Performance: Compelled México to win Chairman's Award for best operation worldwide.

- **Held Corporate Social Responsibility ESR distinction for 7 consecutive years** from Mexican Center for Philanthropy.

Project Management:

- **Governed largest cloud project in LATAM** for América Móvil/Telmex and **largest UC project** with BBVA and Citibank.
- **Gained \$200M by orchestrating first Pay as You Grow (PAYG) project**, accounting for 80% of services revenue.
- **Commanded \$30M IP Radio Access Network (RAN) project** with Telcel (America Movil).
- **Awarded largest telepresence (TP) project in México Health Care Industry**, a \$25M initiative with ISSSTE.

Human Resources: Drove Cisco México to rank 5th among 450 companies in 2017 as 'Great Place to Work.'