

Biography

Bill Rossi
Vice President, General Manager
Wireless Networking Business Unit
Cisco Systems, Inc.

Bill Rossi is Vice President and General Manager of the Wireless Networking Business Unit at Cisco Systems. His team is chartered with bringing the benefits of wireless local area networking to businesses, government agencies and educational institutions. Bill has helped guide the strategic business direction and day-to-day operations of the team since December 1999.

Previously, Bill was Senior Director of Marketing for Cisco's Desktop Switching Business Unit. In this role, he contributed to the group's tremendous growth, expanding revenues from \$40 million to \$1.7 billion during his tenure, and establishing Cisco as the market leader in desktop switching with over 50% share.

Bill came to Cisco in November 1995 with the acquisition of Grand Junction Networks, a Fast Ethernet start-up. He was initially responsible for managing key partner relationships including Sun Microsystems and then became senior product line manager for switching where he helped build the business to \$40 million in revenue in just two short years.

Prior to Grand Junction, Bill worked in a variety of product marketing positions over four years at Quantum Corporation, a leader in mass storage. He helped grow the business from \$100 million to over \$1 billion with significant PC OEM design wins at Apple, Compaq, IBM, and Dell Computer.

Bill holds an M.B.A from Harvard Business School, a B.S.E.E. from the Thayer School of Engineering and a B.A. from Dartmouth College

Beyond spending time with his wife and three children, Bill enjoys playing ice hockey and reading historical biographies.

