

Biography



Edison F. Peres
Vice President, Advanced & Core Technologies, Worldwide Channels
Cisco Systems, Inc.

Edison Peres is Vice President of Advanced & Core Technologies for Worldwide Channels at Cisco Systems, the worldwide leader of networking for the Internet. In this role, Peres is responsible for the development and implementation of Cisco's overall advanced and core technologies channel strategy, as well as the worldwide Channel Partner Program. His primary responsibility is to help channel partners profitably accelerate the adoption of Cisco's new growth technologies, including IP telephony, wireless, storage, security, and optical. His focus includes developing unique "go-to-market" strategies, policies, and programs to support channel partners in developing profitable business practices around these fast growing markets.

Supporting Cisco's goal of helping channel partners accelerate the adoption of these growth technologies, Peres pioneered innovative rebate and incentive programs, the Cisco Value Incentive Program, the Opportunity Incentive Program and the Solutions Incentive Program. These programs reward partners for selling advanced technology solutions such as IP Communications and Security. The latest in a series of initiatives to help our channel partners focus on new growth markets, these programs support value-based channel partner relationships to help maximize their profitability and return on investment.

Peres brings more than 20 years of successful sales, product management, and marketing leadership in the networking, voice communications (VoIP, CRM, messaging, telephony) and computer markets to Cisco. Before joining Cisco, he served as Vice President, Channel Sales at Avaya, where under his leadership, channel revenues grew ten-fold. In this capacity, Peres was responsible for developing Avaya's distribution strategy, championing the company's direct-to-indirect channel transformation, and managing Avaya's channel relationships.

Before joining Avaya, Peres held sales, product, and marketing management positions at Lucent Technologies, AT&T, Panasonic, and Texas Instruments.

Peres received a bachelor of arts degree in finance and marketing in 1979, and a master's degree in business administration in 1981, both from Florida International University in Miami, Florida.

Peres, his wife, and four children live in New Jersey