

Biography



Jeff Spagnola
Vice President, Worldwide Service Provider Marketing
Cisco Systems, Inc.

With 15 years tenure at Cisco Systems, Jeff Spagnola leads Cisco's Worldwide Service Provider Marketing organization as Vice President since October 2004, where he is responsible for both the marketing of Cisco's product and technology solutions to Service Provider market segments (including Wireline, Cable, and Mobile Operators) and new services development. Jeff's main focus areas are IP Next Generation Networks and Managed Services, helping Service Providers build efficient, scalable networks, deploy high-margin, revenue-generating services, accelerate end-customer demand for services, and optimize both customer-facing and back-office business and network operations. Jeff is a frequent speaker at industry conferences, in standards body events, and with the press and analysts. Jeff serves as a board member for the Center for Telecom Management (CTM), an industry-sponsored center at the University of Southern California's Marshall School of Business, devoted to research and education to help the networked digital industry and its customers grow and prosper.

Jeff has cultivated his extensive networking experience through a number of leadership roles in Cisco's Service Provider and Enterprise sales organizations. Prior to his role as Vice President, Jeff was Sales Director of the Mobile Carrier vertical, responsible for Cisco's sales, strategy and operations for Mobile Operator customers within the United States. Jeff spent an additional two years focusing on the Service Provider Challenger market and Independent Operating Companies (IOC) throughout the United States. Previous to these sales roles, Jeff was in Service Provider Marketing managing the implementation of the Cisco Powered Network program and Service Provider Alliance programs outside of the United States. In addition to many years working with Service Provider customers, Jeff had held various sales leadership roles in Cisco's Enterprise sales organization focused on large customers based in Northern California.

Jeff Spagnola holds a Bachelors of Science degree from the University of Dayton. Jeff and his family live in Los Gatos, CA.