

# Biography

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**Edison F. Peres**  
**Vice President, Worldwide Channels**  
**Cisco Systems, Inc.**

Edison Peres is Vice President, Worldwide Channels at Cisco Systems, the worldwide leader of networking for the Internet. In this role, Peres leads the creation and implementation of Cisco's award-winning channel strategies and partner programs. His focus includes developing highly recognized go-to-market strategies, policies, programs and training which have enabled Cisco's partners to transform and grow their businesses, adopt new technologies, and improve their profitability.

In order to accelerate the adoption of new technologies by partners, Peres pioneered Cisco's innovative channel compensation and incentive programs (VIP, OIP, SIP), which provide financial benefits to partners selling advanced technology solutions -- such as Unified Communications, Security and Wireless.

Within Cisco, Peres has led a number of cross functional efforts to transform internal processes, streamline new product introductions, and integrate channel and field sales strategies.

Peres brings more than 25 years of successful sales, product management, and business leadership in the networking, unified communications (VoIP, CRM, messaging) 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. Prior to joining Avaya, Peres was President, Latin America and Canada, Enterprise and Consumer Products at AT&T/Lucent.

Before joining AT&T, Peres held sales, product, and marketing management positions at 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