



**Nigel Williams,
Vice-President, World Wide Channel Organization
Linksys**

Nigel Williams is vice president of the World Wide Channels Organization for Linksys, a Division of Cisco Systems, Inc. In this role, Williams is responsible for the global strategy that supports the Linksys business with more than 13,000 value added reseller partners and over 25,000 retail storefronts enabling Linksys branded products to be in nearly every leading major retail store in the world.

Williams and his team create strategies and programs that increase profitable growth for partners and build partner capability to accelerate marketplace adoption of solutions based on Linksys business series and Linksys One products.

Since joining Cisco in August 2002, Williams has played an instrumental role in negotiating and securing two new service provider alliance agreements with SBC and AT&T. These alliances are about developing joint indirect channel strategies to improve market coverage, specifically in the small-to-medium business segment, regarded by many industry analysts as the “sweet spot” of the multi-billion dollar managed services market.

Williams is an 18-year veteran of the internetworking industry and has held management positions in sales, marketing and business management. Nigel is returning to Cisco after working 4-years at Digiquant, where he was senior vice president, responsible for WW Sales and Business Development. During his tenure at Digiquant Nigel developed an in-depth understanding of service providers' business models around the world, including how they bring services to market, their approach to provisioning and billing for services and how they reduce their operational expenses.

Prior to his tenure at Digiquant, Williams held numerous sales, marketing and business development management positions for Cisco Systems, Ungermann-Bass, Logical Systems and Jyra Research.

Nigel Williams has been recognized by *VARBusiness* magazine as one of the 50 leading channel executives in North America for three consecutive years. His channel programs have also been honored with VarBusiness 5 Star Partner Awards and Channel Champion awards in technical excellence by *CRN* magazine