



Ron Ricci
Vice President, Corporate Positioning
Cisco

Ron Ricci is vice president, corporate positioning, at Cisco, reporting to Chairman and CEO John Chambers. Ron and his team are responsible for helping Cisco to use communications to shape the vision, strategy, culture and process priorities of the company.

Ron leads a number of key Cisco events, including the Strategic Leadership Offsite for Cisco's top 2,500 managers. He regularly moderates panel and executive discussions at Cisco events and has interviewed Jack Welch, Richard Branson, Robert Redford, and John Chambers at the company's annual Partner Summit. His book, *Momentum: How Companies Become Unstoppable Market Forces*, was published by Harvard Business School Press in November 2002, and is ranked as a "Top 100" Amazon.com book for marketing and business strategy. Ron's area of expertise is in positioning technology companies for market leadership with customers. Before joining Cisco, he was a brand positioning consultant and principal at Cunningham Communication, working with companies like Adobe, HP, IBM, Kodak, and Motorola.

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