



## Gary Bridge

### Senior Vice President and Global Lead Internet Business Solutions Group

Gary Bridge is senior vice president of the Cisco Internet Business Solutions Group (IBSG). IBSG works with many of the world's leading companies and governments to help them become more effective through changed business processes and intelligent technology deployment.

IBSG has been a major contributor to Cisco's Connected Urban Development initiative under Bridge's leadership. The Connected Urban Development initiative is a comprehensive program to address the issue of global warming through IBSG's distinctive thought leadership, developed from replicable pilots, and IBSG's ability to coalesce influential communities to exchange ideas and best practices.

Bridge brings solid industry knowledge and broad experience to the organization. Prior to joining Cisco, he was corporate vice president of IBM's Worldwide Marketing Management and Market Intelligence. He was instrumental in the development of IBM's e-business strategy and was responsible for marketing management, brand strategy, and worldwide customer information. Prior to IBM, he led his own strategy-consulting firm for 10 years, serving multinational clients in the IT industry, finance, and publishing industries.

A former professor at Columbia University, Bridge has been associated with a number of prestigious think tanks, including the RAND Corporation and the Defense Advanced Research Projects Agency.

Bridge graduated from the University of California, Los Angeles with a bachelor's degree in economics and a master's degree and doctorate in psychology.



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