



JT Taylor
Director, Product Marketing
Service Provider Video Technology Group
Cisco

As Director, Product Marketing for Cisco's Service Provider Video Technology Group, JT Taylor is responsible for defining key marketing strategies and objectives for all subscriber-facing products. His role includes direction of the Subscriber Networks' product and industry marketing efforts, including trade shows, advertising, and public relations, as well as cooperative and consumer marketing initiatives.

Taylor joined Scientific Atlanta in 2000 as a strategic marketing manager in Subscriber Network Systems and played a key role in the development of Scientific-Atlanta's cooperative and consumer marketing programs. Taylor has lead the company wide consumer research efforts for the last five years with particular focus on consumer attitudes and usage of DVR, HD and Connected Home services. Taylor also led Scientific-Atlanta's retail trial, testing the viability of selling HD set-tops and service through retail outlets.