

# Biography

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**Larry Birenbaum**  
**Vice President, Group General Manager**  
**Ethernet Access Group**  
**Cisco Systems, Inc.**

Larry Birenbaum is Vice President and Group General Manager of the Ethernet Access Group (EAG) at Cisco Systems. EAG designs and markets a complete range of wired and wireless Ethernet solutions that deliver Cisco class IP services to network users in enterprises, midmarket organizations, service providers and MxUs (hotels, multi-dwelling and multi-tenant unit buildings). EAG holds the #1 market positions in desktop switching and wireless Local Area Networks (LANs).

Prior to joining Cisco, Mr. Birenbaum was a founder and Vice President of Engineering at Grand Junction Networks where he led the design and development of Grand Junction's switched Ethernet and Fast Ethernet products which Grand pioneered. Mr. Birenbaum invented and led the standardization of the dominant versions of Fast Ethernet, 100Base-TX and 100Base-FX. Grand Junction was acquired by Cisco in November 1995.

Prior to founding Grand Junction in 1992, Mr. Birenbaum spent five years as a consultant to the venture capital industry. Before that, he was an officer, Vice President and leading engineering executive at 3Com Corporation. At 3Com, Mr. Birenbaum led the development of Ethernet adapters, servers and network operating systems.

Mr. Birenbaum started his professional career at Hewlett-Packard where he led several office automation programs and was an architect of the operating system for the HP 3000 mini-computer. Mr. Birenbaum earned a Bachelor of Science degree in electrical engineering from MIT.

