

Biography



Lazar (Larry) Birenbaum
Senior Vice President, General Manager
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Larry Birenbaum is Senior Vice President and 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 large- and medium-sized businesses, and in public internet access venues. Under his leadership, EAG grew to a multi-billion dollar business that holds the No. 1 market positions in desktop switching and wireless local area networks.

Prior to joining Cisco, Birenbaum was a founder and Vice President of Engineering at Grand Junction Networks, which was acquired by Cisco in November 1995. At Grand Junction, he led the design and development of the company's switched Ethernet and Fast Ethernet products, which Grand Junction pioneered. He invented and led the standardization of Fast Ethernet, the first of many performance extensions, to the venerable Ethernet standard.

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

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. He holds a Bachelor of Science degree in electrical engineering from MIT.