

Biography



Peter Alexander
Vice President, Worldwide Commercial Market Segment
Cisco Systems, Inc.

Peter Alexander is the Vice President of Worldwide Commercial Marketing, where he is responsible for the marketing of Cisco's product and technology solutions to commercial market segments worldwide. This includes mid-sized businesses, small growing businesses, and service provider managed services for business and residential customers. His key focus is on developing programs to help these small and medium sized enterprises leverage Internet technologies to make their businesses more efficient, productive and profitable.

In July 1998, Alexander was named Vice President of Enterprise Marketing, where he oversaw marketing solutions, public relations, operations, and technical marketing support for Cisco's Enterprise Line of Business globally. In this role, he helped to drive Cisco's data, voice, and video integration strategy through a five-phase introduction leading to the AVVID Architecture. He has also gained a reputation as an industry spokesperson on the future of the Internet and convergence, and in September of 2000 was named one of the industry's "Top 50 Smartest People" by Sm@rt Partner.

Previously, in July 1996, Mr Alexander became Director of Enterprise Marketing where he successfully drove the end-to-end strategy and initiated the enterprise security strategy, and in July 1997 he was appointed as Director of Marketing for the Multi-Service Access Business Unit where he launched the Cisco 3810 multiservice router into the branch voice market.

Mr. Alexander was Executive Director of Enterprise Marketing for StrataCom, Inc. until acquired by Cisco in July 1996. Mr. Alexander previously held positions as Director of Sales and Operations in the Asia/Pacific region for Republic Telecom Systems as well as a variety of engineering and management positions at Entropic Speech, Inc. and at ROLM Corporation.

Mr. Alexander holds a M.B.A. degree from U.C. Berkeley and a B.Eng. (Honors) Electrical and Electronic Engineering from the University of Bradford in England.

As a speaker, Alexander has delivered many keynote presentations at industry events, including CeBit 2002, VoiceCon 2001, PBX 2000, and Interop Europe 99. He has also delivered keynotes at numerous Cisco events, including Cisco's CIO summit and Networkers.

Alexander has three children and is a licensed private pilot.