

Biography

Soni Jiandani
Vice President, Marketing
Storage Technology Group
Cisco Systems, Inc.

Soni Jiandani is Vice President, Marketing of the Storage Technology Group (STG), one of 10 technology groups at Cisco Systems. She leads all marketing activities for STG, which is focused on the convergence of storage area and IP networking. Cisco's STG is chartered to provide a new generation of storage networking solutions for enterprises and service providers.

Jiandani previously served as Vice President, Marketing for the Workgroup Business Unit at Cisco Systems. Residing within Cisco's Enterprise Line of Business, Workgroup included local area networking (LAN) products for wiring closet, campus, and backbone applications. With over a decade of management experience in marketing, sales and networking technology, Jiandani was instrumental in the rapid growth rate of Cisco's LAN switching business in key enterprise and service provider markets.

Since joining Cisco in 1994, Jiandani has played a key role in creating and executing strategic initiatives and driving product marketing development in the LAN switching arena. Her contributions have enabled Cisco to secure its current position as a market share leader in Ethernet LAN switching with products like the Catalyst 4000, Catalyst 5000 and Catalyst 6000.

Prior to her tenure at Cisco, Jiandani was at UB Networks where she was responsible for Virtual LANs and LAN switching market development. She also played a key role as Regional Manager, developing markets for the company in India. Prior to UB Networks, she drove numerous market development programs at Novell.

Jiandani holds a B.S. degree in Computer Science from London University in England.