



Janie Tsao
Co-founder, Vice President of Worldwide
Sales, Marketing and Business
Development

Janie Tsao is vice president of Worldwide Sales, Marketing and Business Development for the Linksys division of Cisco Systems, Inc. Tsao has been in this role since she co-founded Linksys in April 1988. For the past 16 years, Linksys has grown to be the number one provider of networking hardware through consumer retail in North America owning more than 40 percent of the market. Linksys is the leading vendor of wireless, broadband routers, USB and networking hardware in both the retail and e-commerce sales.

Janie Tsao's primary responsibilities include directing and structuring Linksys to adapt to new and innovative markets. Tsao developed the Linksys retail channel and has overseen the development of the Linksys distribution, e-commerce and international channel market strategies and programs. Tsao also developed the company's broadband strategy including partnering with leading cable and telecom companies including AT&T Broadband, Verizon, Charter, AOL, Time Warner, Sprint, Telus and British Telecom to provide high-speed Internet sharing access via wired or wireless solutions to PC users across the country.

Prior to Linksys, Tsao was a system manager at Carter Hawley Hale, Inc. In this role, she was responsible for the programming computer systems at seven retail outlet divisions as well as mainframe systems among the division. Tsao was also a system analyst for TRW's Business Credit Department.

Tsao was recently named "Entrepreneur of the Year" by Inc. Magazine in January 2004. She was also awarded "Entrepreneur of the Year" by the Orange County Business Association in 2000 as well as a BridgeGate 20 award, which honors the top 20 leaders in 2002. Tsao has a BA degree from the University of Tamkang, in Taiwan.