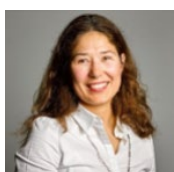


Cisco Live Partner Day
Monday, February 6, 2023
The Forum

Welcome & Opening

Elisabeth De Dobbeleer, Vice President Cisco Europe, Middle East and Africa Partners



Elisabeth De Dobbeleer is the leader of Cisco's Europe, Middle East and Africa (EMEA) Partner Sales and Routes to Market since March 2020. She is responsible for developing strategic growth initiatives and transformation programmes to positively impact Cisco's partner business. Elisabeth works closely with Cisco's channel partners, who represent the Company's primary route to market, and the Global Partner Organisation to grow profitable business together.

José van Dijk, Vice President, Partner Performance and Experience



José Van Dijk is the Vice President of Partner Performance and Experience for Cisco's Global Partner Sales. Her team creates industry-leading platforms, tools, and processes that simplify, digitize, and personalize the overall partner experience. Putting all this together provides a single view of the partner that aligns Cisco field sales with their partners to sell together. Jose and her team create actionable insights that accelerate sales enablement and readiness for partner growth and profitability.

Success in the Age of the Partner

Oliver Tuszik, Senior Vice President, Global Partner Sales and GM Routes To Market

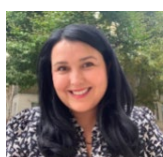


Oliver Tuszik is the Senior Vice President of Cisco's Global Partner Sales and General Manager of Routes to Market. He and his team are responsible for supporting Cisco's global ecosystem of partners who account for approximately 90 percent of Cisco's annual bookings and are a unique differentiator in helping deliver business outcomes for customers with their unique solutions and capabilities. In addition, Tuszik is responsible for developing the company's new and existing routes to market to ensure Cisco's growing SaaS and managed services offers are available to customers.

Prior to joining Cisco in 2013, Tuszik was the CEO of Computacenter in Germany, one of Cisco's largest partners. While at Computacenter, he led the consulting business, managed partner strategy and spent two years running Computacenter's networking & security business. Tuszik also spent many years in international leadership roles for GE Capital IT Solutions and CompuNet.

Managed Services Eats Everything: Boost your MS Strategy with Cisco

Alexandra Zagury, Vice President, Partner Managed & as-a-Service, Global Partner Organization



Alexandra Zagury is a global sales leader, builder, growth driver, innovative strategist, meticulous executer, strategic collaborator and lifelong learner. Her career has taken her to nearly every continent to pioneer new business, lead multi-disciplinary sales and go-to-market initiatives, re-imagine partnerships, and deliver technology applications.

She currently serves as vice president of Cisco's Partner Managed and as-a-Service Sales organization, leading the development of Cisco's strategy to drive \$6B+ partner managed business and go-to-market capability for the pivot to cloud as-a-service - a critical piece of Cisco's ongoing evolution. Her team accelerates meaningful business outcomes for partners and customers by developing new business models, offers and programs that support the managed and as-a-service route-to-market.

In her prior roles at Cisco, Alexandra ran the sales transformation of Cisco's 7,000-person Global Specialist organization, devising the strategy and building critical operational capabilities across ten technology specializations. As vice president of Global Collaboration Sales Organization (GCSO), she was responsible for driving sales for Cisco's Collaboration portfolio and enabling Cisco's global seller and partner communities. As Managing Director, EMEAR Channel Sales, she developed strategic partnerships to drive sales across key routes-to-market including resale, managed services, and consulting and advisory.

Before joining Cisco, Alexandra held executive roles at BlackBerry and Yahoo, with sales and marketing responsibility for the United Kingdom and Ireland, Africa and Turkey.

A true global citizen fluent in four languages, Alexandra has delivered results in more than ten countries in Asia, Africa, Europe, the Middle East, North America and Latin America and has been fortunate to lead and scale some of the highest performing teams in technology, re-imagining how to deliver better customer experiences and drive business success. She graduated from the London School of Economics and Political Science with a Bachelor of Science and Master of Science in Management.

Kunal Kaul, Managing Director, Managed Services EMEA Partners



Kunal has been a part of the Technology Industry for over 23 years and with Cisco for over 16 Years. He has done a variety of Sales and Channels roles during his tenure at Cisco. He has been involved with supporting large Enterprise Customers across all Industry Verticals ranging from Banking to Retail, Technology Services and Public Sector. He has also been a part of Cisco's APJC Regional Partner Team, based out of Singapore, managing and supporting Global SI and Consulting Partners. Kunal used to lead the Enterprise Segment Sales Team for Cisco India, which included the Global ITSPs, top Banking customers and large conglomerates. In his present role Kunal leads the Managed Services Route To Market Partner Sales team for EMEA. Managed Services is the largest new RTM for Cisco and presents a huge opportunity for Cisco and its Partners to deliver differentiated value and focused outcomes to customers.

Data driven Sustainability through Cisco Technology

Gordon Thomson, Vice President, Technology Acceleration, EMEA



Gordon Thomson leads the EMEA Architecture and Sales Specialists organization. His greatest passion is engaging closely with customers, partners, and sales teams, and demonstrating how technology can navigate all of the new challenges and opportunities ahead.

Previously, Gordon was the global sales leader for Intent-Based Networking where his team drove the sales motions for transforming the customer experience through Cisco's core portfolio, which represents 40 percent of Cisco's total product revenue. In this role, Gordon and his global team worked closely with customers and partners, leading them through major market transitions to ensure their businesses thrive and grow.

A 25-year Cisco veteran, he develops and implements innovative go-to-market models that accelerate the shift to software selling and digital transformation, while building strong teams and followership. By combining his technological expertise and customer-first mindset, Thomson has achieved unrivaled success in designing sales strategies for the new software and cloud-centered markets.

Thomson's legacy will be his belief in the power of people and teams to achieve powerful results through go-to-market innovation and high-trust relationships with customers.

Kim Cramer Sonn, Channel Director, Cisco EMEA North



Kim Cramer Sonn is the Channel Director for EMEA North and leading our Channel Sustainability activities across EMEA.

Next to leading our channel team in EMEA North, Kim is responsible for developing strategic initiatives and program innovations to help partners solve our customers sustainability challenges. This ranges from new programs around Circular Economy to Consulting with partners around building own differentiated sustainability practices.

Kim is a strong believer in corporations and partnerships being the most effective way to solve the world's challenges. It is only by unlocking the joint creativity of Cisco and our Ecosystem that we can solve some of our generation's biggest challenges: Energy crisis, global warming, diversity, access to talent.

Before joining Cisco, he worked 8 years in both sales, product management and marketing leadership roles in the channel. A true Cisco channel champion! Known for transformational leadership, innovation, talent development and leading the teams and partners towards exiting, profitable opportunities.

The API Economy – Programmability Business Value

Hendrik Blokhuis, Chief Technology Officer & Director Cisco EMEA Partners



As Chief Technology Officer (CTO), Hendrik is passionately building trusted partnerships to drive secure and impactful digitization. Together with his team of engineers and architects, he is responsible for enabling Cisco's broad ecosystem of partners across the Europe, Middle East and Africa region as well as driving innovation by developing new API-driven solutions and managed services. He's been with Cisco for over 24 years and held several leadership positions in Engineering, Sales, Strategy & Planning and Investments.

Hendrik is also a board member of STT, The Netherlands Study Centre for Technology Trends, an independent Expertise Centre, established in 1968 by the Royal Dutch Engineering Society. The aim of STT is to explore the future on the leading edge of technology and society. He is founder of the Present Foundation in his local city of Zeewolde, Netherlands offering a platform to connect volunteers to people in need.

He is passionate and ambitious on what technology can do for our economy and society. Fascinated by the power of new connections between people, things, processes and data, to give the world a serious update! Hendrik thinks it's time to look with "new eyes" at the world around us as we are all empowered to change and innovate our economy and society by rethinking and redesigning our legacy processes.

Using new connections followed by secure, trusted and intelligent interactions we can build a unique platform for open innovation. And we all have the opportunity (or obligation?) to be involved!
To unwind and rewind Hendrik uses the wind, as a passionate kite surfer. And as a techie he tries keeping his 1984 Sinclair ZX Spectrum alive.

Julio Gómez, Principal Sales Architect



Julio leads Cisco's strategic priority of Programmability in EMEA, focusing on developing API-driven automation/integration/innovation capabilities in the ecosystem as key competitive differentiators of Cisco's value proposition for strategic customers across the region. He is an evangelist, orchestrator, innovator and incubator of programmability-centric innovation and business success. Julio, 20-year active CCIE and AWS Solutions Architect, is a Cisco veteran who has spent most of his career in Service Provider, Data Centre and Cloud. He has worked as pre-sales engineer for major Service Providers and has enabled EMEA partners on all things DCV & SP.

Aligned with this responsibility as CiscoLive Session Group Manager for the Cloud track, Julio is a passionate evangelist on DevOps, Cloud-native application development with microservices, containers, Kubernetes, Istio, eBPF, CI/CD pipelines, Serverless, and public Cloud hyperscalers. On those rare occasions he is not in front of his computer, Julio plays old guitars. Very old ones, in fact.