



Cisco Live San Diego 2019

IT Management Program

End of Program Participant Report

June 10 - 13



#CLUS



Thank you for attending the IT Management Program at Cisco Live San Diego 2019!

We hope the experience provided the inspiration and education you need to fuel your personal and professional growth. From the thought-provoking sessions and workshops, to the conversation with Chuck Robbins and Jacqueline Guichelaar, to the Mixer, we hope the program helped you network and understand the most important shifts affecting IT and what you as an IT leader needs to do to lead your organization successfully.

Our team wants to make sure that the essence, energy and enthusiasm shared by our speakers and leaders stay with you far beyond the conference. This executive summary deck was created with the intent to allow you to recall and share information with your colleagues.

We look forward to seeing you next year in Las Vegas at Cisco Live 2020!

IT Management Planning Team



Katty Coulson
CIO for
Americas,
Director IT



Ryan Medrano
Regional IT Leader,
Americas



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Attendee Demographics

Audience at a Glance

1800 Attendees

Job Level

Executive: 13%
Sr Mgmt: 20%
Management: 51%
Other: 2%

Job Functions

MIS/IT: 44%
Network Mgmt: 21%
Engineering: 11%
Executive Mgmt: 9.5%



of Cisco Lives Attended

First Time: 51%
3 or more: 32%

Top Verticals

Government: 16%
Financial Services: 12%
Health Care: 11%
Education: 9%

An abstract graphic at the top of the slide consists of a series of vertical bars of varying heights and widths, interspersed with small circles, all in a dark blue color against a lighter blue background.

Content Themes

Content Themes

The four-day program featured a custom curated agenda focusing on the topics and themes that interest IT leaders most. Topics for this year's program included:

- **Leadership** skills to drive personal and business transformation.
- Driving growth, **innovation** and transformation to achieve desired business outcomes.
- Embracing disruption, realizing the potential of **emerging digitization trends** and focusing on the digital future.
- Leveraging bi-modal strategy and using technology to drive **business transformation**.
- **Technologies** that redefine business, from security and data analytics to fast IT, mobility and the cloud.
- Leverage your best competitive advantage to create a **culture** that will attract, retain and lead a **21st century workforce**.



Speakers and Spotlights

Cisco Executive Speakers



Katty Coulson
CIO for
Americas,
Director IT



**VC
Gopalratnam**
SVP Global IT
Services



Guillermo Diaz
SVP Customer
Transformation



John Manville
SVP Global
Infrastructure
Services



Ryan Medrano
Regional IT Leader -
Americas



Jacqui Guichelaar
SVP & CIO



Steve Martino
SVP Information
Security



Bailey Szeto
VP Connected
Selling Experience



**Radhika
Chagarlamudi**
Sr. Director
Business Collab &
Software
Platforms



Carol Goh
Sr. Director
Network
Systems



Neda Pitt
Sr. Director
Identity and
Data Security

Cisco Executive Speakers



Liz Centoni
SVP/GM Internet of
Things



Gordon Thomson
VP Global Enterprise
Networking



Susie Wee
SVP and CTO
DevNet



Scott Harrell
SVP/GM
Enterprise Networking



Tae Yoo
SVP Corporate Affairs



Gee Rittenhouse
SVP/GM Security
Business Group



Lorrissa Horton
VP/GM Webex Teams

Customer Spotlights



Susan Gueli
SVP and CIO,
Nationwide Insurance



Jonathan Steenland
Chief Strategy Officer,
National Cybersecurity
Center



Harper P. Johnson
Assistant Vice
Chancellor
for IT and CIO



Mike Miotto
Global Infrastructure
and Collaboration
Fulfillment Leader at
Ford Motor Company

Guest Speakers



Steve Cadigan
*Leading Talent
in the Digital Age*
Founder of Cadigan
Talent Ventures



Kate Darling
*The Future of Human-Robot
Interaction* Leading Expert in
Social Robotics and MIT Media
Lab Research Specialist



Captain Michael Abrashoff
*It's Your Ship – Achieving
Breakthrough Performance*
Navy Commander



Agenda, Session Slides and Recordings

Monday's Sessions and Recordings

Time	Speaker Topic	Session Slides & Recordings
1:25 p.m.	ITM Opening Keynote: Digital Architecture for our Future Jacqui Guichelaar, SVP and CIO, Cisco	Session Video and Presentation
2:10 p.m.	Rearchitecting Security for the Digital Age Gee Rittenhouse, SVP/GM Security Business Group, Cisco	Session Video and Presentation
3:10 p.m.	Customer Spotlight – Nationwide Susan Gueli, SVP and CIO Nationwide Insurance	Session Video and Presentation
3:40 p.m.	Intent-Based Network to the Edge Scott Harrell, SVP/GM Enterprise Networking, Cisco Liz Centoni, SVP/GM Internet of Things, Cisco	Session Video and Presentation
4:20 p.m.	Leading Talent in the Digital Age Steve Cadigan, Founder, Cadigan Talent Ventures	Session Video and Presentation

Tuesday's Sessions and Recordings

Time	Speaker Topic	Session Slides & Recordings
8 a.m.	Conversation with Chuck Chuck Robbins, CEO, Cisco Jacqui Guichelaar, SVP and CIO, Cisco	Session Video and Presentation
10:30 a.m.	Cisco Live Technology Keynote: Innovation without Boundaries Chuck Robbins, CEO, Cisco David Goeckeler, EVP Networking and Security Business, Cisco Maria Martinez, EVP and Chief Customer Experience Officer, Cisco Amy Chang, SVP/GM, Collaboration Technology Group, Cisco	Session Video and Presentation
1 p.m.	Done with Digitization? Not a Chance! Gordon Thomson, VP Global Enterprise Networking, Cisco	Session Video and Presentation
1:40 p.m.	A Bold, New Network for Infrastructure Developers and Application Developers Susie Wee, SVP and CTO, Cisco DevNet	Session Video and Presentation

Tuesday's Sessions and Recordings

Time	Speaker Topic	Session Slides & Recordings
2:35 p.m.	Ideas on How Infrastructure Teams Must Change to Have a Bigger Impact John Manville, SVP, Global Infrastructure Services, Cisco Carol Goh, Sr Director, Network Systems, Cisco	Session Video and Presentation
3:15 p.m.	Governing the Digital Business Neda Pitt, Senior Director, Identity and Data Security Organization, Cisco	Session Video and Presentation
3:55 p.m.	The Future of Human-Robot Interaction Kate Darling, Leading Expert in Social Robotics and MIT Media Lab Research Specialist	Session Video and Presentation

Wednesday's Sessions and Recordings

Time	Speaker Topic	Session Slides & Recordings
8:40 a.m.	Technology for a Greater Purpose VC Gopalratnam, SVP, Global IT Services, Cisco Tae Yoo, SVP, Corporate Affairs, Cisco	Session Video and Presentation
9:20 a.m.	AI/ML: Where it Works and Doesn't Bailey Szeto, VP, Customer and Seller Experience, Cisco	Session Video and Presentation
10:20 a.m.	Collaboration Strategies to Transform Your Business Lorrissa Horton, VP/GM, Webex Teams, Cisco Radhika Chagarlamudi, Sr Director, Business Collaboration Software Platforms, Cisco	Session Video and Presentation
11 a.m.	Securely Enabling Your Organization Steve Martino, SVP, Information Security, Cisco	Session Video and Presentation
11:40 a.m.	Customer Spotlight: Ford Mike Miotto, Global Infrastructure and Collaboration Fulfillment Manager at Ford Motor	Session Video and Presentation

Wednesday's Sessions and Recordings

Time	Speaker Topic	Session Slides & Recordings
1:10 p.m.	Harnessing the Power of Transformation and Why it's Good for Business (and You) Guillermo Diaz, SVP of Customer Transformation, Cisco	Session Video and Presentation
1:50 p.m.	It's Your Ship – Achieving Breakthrough Performance Captain Michael Abrashoff, Navy Commander	Not Available

IT Management Workshops

Session Title	Content
Storytelling for Leaders Chris Morsley, Chief Executive Officer, CMC Global	Session Video and Presentation: Session 1 Session 2
Cisco Design Thinking Nicholas Selk, Program Manager, Project/Program Management, Cisco Flora Freitas, Innovation Program Manager, Cisco Valeriia Kanziuba, Program Manager, Cisco	Session Video and Presentation: Session 1 Session 2
Orchestrating Transformation: Learnings from the Front Lines of Executing Digital Change James Macaulay, Director of Business Development, Cisco Joel Barbier, Director of Business Operations, Cisco	Session Video and Presentation
Creating Open and Supportive Mental Wellness Environments at the Workplace Gaby Thompson, SVP of Total Rewards, Cisco Ted Kezios, Sr. Director, Global Benefits, Cisco Maria Medrano, Director, Office of Inclusion & Collaboration, Cisco	Session Video and Presentation
Digital Workplace Transformation Creating an Agile Workforce Sidney Morgan, Distinguished Engineering, Information Technology, Cisco Ileana Rivera, Director of Management Information Technology, Cisco Brian Christensen, Distinguished Engineering, Information Technology, Cisco	Session Video and Presentation

IT Management Workshops

Session Title	Content
Building a Successful Network Automation Team with DevNet - Integrating Developer Workflows and Skills in an IT Organization Eric Thiel, Manager Software Development, Cisco Amanda Whaley, Director Software Development, Cisco	Session Video and Presentation
Cloud Success! Robert Roffey, Director Customer Delivery, Cisco Justin Hay, Sr Consultant Cloud Architecture Consulting, Cisco Rodney Mckinney, Lead Consultant Cloud Architecture Consulting, Cisco	Session Video and Presentation
How to Solve IT Ops Problems? Manny Garcia, Principal Engineer IT, Cisco Andy Bow, Member of Technical Staff IT, Cisco Meena Nagpal, Program Manager IT, Cisco Raghu Ramamoorthy, Member of Technical Staff IT, Cisco	Session Video and Presentation
Navigating a Multicloud World, Securely: A Primer for Small and Mid-size Businesses Fabio Gori, Director Product Marketing, Cisco Arthur Picus, Sr Manager Regional Sales, Cisco	Session Video and Presentation
Privacy-by-Design Lisa Bobbitt, Architect Data Privacy, Cisco	Session Video and Presentation



Save the Date

Cisco Live Las Vegas 2020

Save the Date

IT Management at Cisco Live Las Vegas
May 31 – June 4, 2020





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Stay Connected



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 [Like and Follow the Cisco Live Facebook Page](#)



Recommended Readings

Cisco IT Stories by Speaker Topic

Rearchitecting Security for the Digital Age

Network Security

- [Migrating to Cisco's Next-Generation Firewall for Core Security](#)
- [Cisco IT and InfoSec Partner to Operationalize Security](#)
- [Advanced Malware Protection Everywhere](#)

Cloud Security

- [Securing Third-Party Cloud Applications](#)
- [How Cisco IT implemented OpenDNS \(Umbrella\)](#)
- [Managing Cloud Security and Risk Exposure](#)



Email and Web Security

- [Improving Security with Automated Email Analysis](#)
- [AMP Threat Grid Bolsters our Ability to Fight Malware](#)

Policy and Access

- [Improving Authentication of Network Users and Devices](#)
- [Controlling user access via dynamic policies](#)
- [Customer Zero for Next Generation Firewall](#) (Blog)

Intent Based Network to the Edge

Cisco DNA

- [Cisco DNA Center: Early Results from Intent-based Networking](#)
- [Cisco DNA Center: Intent Based Networking, Automation, and Job Satisfaction](#) (Blog)
- [How Cisco DNA Center is Improving our IT Operations](#) (Blog)
- [Using Cisco DNA Center for Network as a Platform](#)

SD-WAN/Viptela

- [Better Circuit Use with Software-Defined WAN](#)
- [Network of the Future, Today. How We Are Growing WAN Capacity While Optimizing Costs](#) (Blog)
- [SD-Wan Viptela Customer Zero](#) (Video)

Intersight

- [Intersight: “Management as a Service” for All of Our Servers](#)
- [Cisco Intersight: Taking The Infrastructure Out of Infrastructure Management](#) (Blog)
- [Cisco Intersight](#) (Video)

Access Points

- [4800 Access Point Customer Zero](#) (Video)

IoT

- [Managing IoT device access with Identity Services Engine](#)

Done with Digitization? Not a Chance!

- [Together Wi-Fi 6 and 5G Will Bring a Huge Wave of Innovation](#) (Blog)
- [Advanced Machine and Deep Learning Helps Digitization of IT](#)

Using DevNet to Drive Innovation, Business, Disruption and Cultural Change

- [DevNet Create Day 1 Opening Keynote: Create the Future](#) (Video)
- [DevNet Create Day 2 Keynote: Demo Jam](#) (Video)
- [DevNet Is Working with Partners to Innovate and Differentiate](#) (Blog)
- [DevNet Home](#)
- [Wi-Fi 6 is for Developers!](#) (Blog)
- [Disrupt or Die: Developers and IT Hold the Keys to Business Success](#) (Blog)

Ideas on How Infrastructure Teams Must Change to Have a Bigger Impact

- [ABT Leads SAFe® Initiative](#)
- [Beyond the Network: Business Value of Zero](#) (Podcast)
- [How Cisco IT Transformed into a Services Organization](#)
- [How Cisco Is Using Data to Drive Digital Transformation](#)
- [Managing IT Service Costs](#)

Governing the Digital Business

- [Secure Mobility Transforms the Enterprise](#)
- [Automating Cisco Home and Remote Access Router Updates](#)
- [Six Ways to Stay Secure on a Budget](#) (Blog)
- [Six Ways to Stay Secure on a Budget](#) (Video)
- [Three New Security Realities That Every CSO Should Face](#) (Blog)
- [Cisco IT BYOD Program](#)
- [How Cisco IT Designed a Secure BYOD Architecture](#)

Technology for a Greater Purpose

- [The Path You are Meant to Take](#) (Blog)
- [Shining a Spotlight on Young Leaders Who are Solving Global Problems](#) (Blog)
- [An Inspiring Conversation with Global Problem Solvers](#) (Blog)
- [Beyond the Network: From the Classroom to the Boardroom](#) (Podcast)

AI and ML: Where it Works and Where it Does Not

- [Advanced Machine and Deep Learning Helps Digitization of IT](#)
- [AI in Cisco IT Operations: Finding Golden Needles in Ever Larger Haystacks](#) (Blog)
- [Bailey Szeto: In 'Lord of the Infrastructure', One Solution Does not Rule All at Cisco](#) (Video)

Collaboration Strategies to Transform Your Business

Webex + O365

- [The Marriage of Webex Teams and Microsoft Office 365: Our Vision and Strategy](#)
- [Webex Teams + Office 365 + Implementation Part 1: Rollout and Change Management](#)
- [Implementing Office 365 at Cisco – Part 2: SAFe Bought Us Speed, Visibility, and Accountability](#)
- [Office 365: How We Made It More Secure than On-Premises Email](#)

Video

- [Journey to Collaboration](#)
- [Value of Video in the Enterprise](#)

Workspaces

- [Scalable Delivery for Global Virtual Meetings](#)
- [Cisco Connected Workplace: More Productivity and Satisfaction, Less Office Space and CO2](#)

Other

- [Innovating with Feature-Rich APIs in Cisco Unified Contact Center Enterprise \(UCCE\)](#)
- [Delivering Enhanced Support and More Value to Cisco Collaboration Customers and Partners with Cisco Iris](#)
- [Cisco IT Moves 130,000 Users to Cisco Cloud CMR During 3-Month Migration](#)

Securely Enabling Your Organization

Network Security

- [Migrating to Cisco's Next-Generation Firewall for Core Security](#)
- [Cisco IT and InfoSec Partner to Operationalize security](#)
- [Advanced Malware Protection Everywhere](#)
- [Beyond the Network: A Matter of Security](#)
(Podcast)

Cloud Security

- [Securing Third-Party Cloud Applications](#)
- [How Cisco IT implemented OpenDNS \(Umbrella\)](#)
- [Managing Cloud Security and Risk Exposure](#)

Email and Web Security

- [Improving Security with Automated Email Analysis](#)

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- [Three New Security Realities That Every CSO Should Face](#) (Blog)
- [Customer Zero for Next Generation Firewall](#) (Blog)

Harnessing the Power of Transforming and Why It's Good for Business and You

- [How Cisco IT Transformed into a Services Organization](#)
- [How Cisco Transformed It's Supply Chain](#)
- [How Cisco Is Using Data to Drive Digital Transformation](#)
- [When Being First is Too Late](#) (Blog)
- [The Business Value of Zero](#) (Podcast)



Thank you





You make **possible**