

# Biography



**Phil Smith**  
**Vice President and CEO, Cisco UK & Ireland**

Phil is Vice President for Cisco UK & Ireland and leads one of the company's largest country operations. His role encompasses overall responsibility for field operations, strategy and planning, as well as advocating the productivity and social benefits of networking technologies to the region's business and political leaders.

Following his appointment in 1994 to undertake a technical consulting role, Phil has worked with some of Cisco's largest private and public sector customers and became the first Technical Director for Cisco in the UK; responsible for Cisco's technical operations strategy.

Between 1998 and 2004, Phil successfully led Business Development & Marketing and was subsequently promoted to Managing Director, BT Operations in 2004. The relationship between Cisco and BT grew considerably under his leadership where he drove sales, channel and go-to market partnering activities in the UK and world wide.

In his role as Vice President of Technology and Corporate Marketing, 2006-2008, Phil was instrumental in accelerating the growth of Cisco's Advanced Technologies across Cisco's European Markets; significantly contributing to the overall success of the company.

Phil sits on the Board of the Thames Valley Economic Partnership and is also a board member of Young Enterprise.

Before joining Cisco, Phil spent nine years working in a senior architecture role for IBM, and prior to that worked for Philips Electronics.

Phil is a graduate of Glasgow University and currently lives in Stratford with his wife and four children.