



**Bernadette Wightman**  
**Managing Director, Channels**  
**Cisco UK and Ireland**

Bernadette leads the largest Channel Sales operation for Cisco outside of the U.S with over 2000 registered Partners transacting in excess of 90% of Cisco's UK and Irish business. In this role Bernadette has successfully executed a differentiated partner strategy, enabling Cisco's ongoing growth and leadership in the marketplace.

Since joining Cisco in 1999, Bernadette has held various positions including leading the UK and Ireland Small and Medium Business Organisation. During her tenure, she developed a proven delivery methodology which translated business needs into innovative technology solutions which reduced costs and unlocked new growth opportunities for small businesses and start-ups.

Bernadette is also Executive Sponsor for Cisco's 'Connected Women' Network, set up to inspire and attract the best female talent into the ICT industry. Previous sponsorships include leading Cisco's corporate social responsibility programme, building business and community initiatives.

Bernadette is a well known figure and regularly speaks at conferences and events across the UK and Ireland. Recently, Bernadette was a guest speaker at the HSBC Women's Knowledge and Wisdom forum and Entrepreneur Country Forum.

Bernadette has one son and lives in Buckinghamshire with her husband.

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