



**Bernadette Wightman,  
Channel Director,  
UK and Ireland**

Bernadette leads the biggest Channel operation for Cisco outside of the US with over 2000 registered Partners transacting in excess of 90% of Cisco's UK and Irish (UKI) business. She is responsible for all Cisco channels and alliances across the UKI markets and also for the business transformation teams. These are aligned to the 3 architectural priorities, virtualization, collaboration and borderless networks.

In addition Bernadette is responsible for the UKI small business operation serving the needs of Customers with less than 100 employees.

Since joining Cisco in 1999 Bernadette has held various roles including leading the UK and Ireland Small and Medium Business Organisation for which she developed a proven delivery methodology which translated business needs into technology solutions that cut costs and unlocked new growth opportunities.

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