



David Critchley
Director, Commercial & Small Business
Cisco UK & Ireland

Having been with Cisco since 1998, David is responsible for the UK operation's focus on small and medium sized businesses (SME) through a partner led strategy.

David's team is primarily focused on helping small and medium sized businesses to identify the benefits that can be delivered by Cisco technology, and translating this in to competitive advantage and new growth opportunities. His teams are aligned to our partners on a territory basis and with an additional focus on managed and hosted services.

David has held a range of roles at Cisco UK & Ireland during the past twelve years. Most recently, he was Director of Retail and Professional Services, a role which saw him focused on the business impact of the "Network as a Platform". Prior to this, David was the Director of the Public Sector division (Government, Defence, Healthcare and Education). David spent four years in business development and marketing culminating in his promotion to Director. David initially spent three and half years working in the Investment Banking sector as a theatre global account manager and then Regional Sales Manager.

David holds a BSc in Engineering Production from Birmingham University, is married with three children and lives in Berkshire. His main interests are playing golf and football, although he enjoys watching rugby, social activities and current affairs.