



David Meads
Director - Financial and Professional Services & Corporate Social Responsibility
Cisco UK & Ireland

As Director of the financial services team, David is responsible for working with Cisco's partners to help major organisations in the professional and financial services sectors to realise the business benefits of voice and data convergence. In addition, David is the key stakeholder for delivering upon Cisco's corporate social responsibility targets in the region.

David has had two spells at Cisco. He first joined in May 1996 as an Account Manager, swiftly moving into the Regional Manager role in the Finance sales operation. During this time he was heavily involved in the Global Accounts Program working with several of Cisco's largest Financial Services customers such as Reuters, Standard Chartered Bank, Merrill Lynch and JP Morgan Chase.

When David left Cisco in 2001, he spent over four years working as UK Sales Director at one of Cisco's largest Gold Certified Partners, Affiniti. David rejoined Cisco in 2006 and before progressing to his current position; led the commercial mid-market team, where he was responsible for growing sales in medium sized companies.

Having worked in both the vendor and partner community, David has insight into both perspectives affording him a balanced view on how Cisco can best help its customers realise the full ability of Cisco technology and our partners value added services.

David lives in Hertfordshire with his wife and two sons. He is a keen spectator of most sports and enjoys travel and fine cuisine.