



Sara J. Adams
Director, Partner Business Group
Cisco Australia and New Zealand

Sara Adams leads Cisco Australia and New Zealand's newly created Partner Business Group, a joining of the partner and partner-led commercial organisations. The Partner Business Group is responsible for the strategy that supports Cisco's business across more than 1,000 partners.

She and her team are focused on creating strategies and programs that increase profitable growth for partners and build partner capability to accelerate marketplace adoption of business architectures in data centre/virtualisation, collaboration and mobility.

Sara previously led Cisco's Partner-Led Commercial Sales team. In her 13 years at Cisco, Sara's previous roles have also included services, sales and product marketing.

Prior to Cisco, Sara worked in various IT companies including Claris, a subsidiary of Apple Computers. Her global industry experience has included positions in Australia, Canada, the United Kingdom and the United States.

Sara is a past president and current committee member of the Cisco Australia and New Zealand Women's Action Network which focuses on attracting, developing and retaining talented female employees. She is also a member of the Females in Information Technology and Telecommunications (FITT).

Sara was born in Canada and studied at York University in Toronto. She currently lives in Sydney with her husband and son.