

Biography



Geoff Lawrie
Country Manager
Cisco New Zealand

Geoff Lawrie has 25 years of professional business experience in the technology industry in New Zealand and Asia/Pacific, with 15 of those years spent in general manager or managing director positions for large multinationals and locally listed companies, including GDC Communications Ltd, Microsoft and Brainz Instruments Ltd.

As country manager for Cisco New Zealand, Lawrie is responsible for oversight of all Cisco's business across the local market.

Lawrie is active in the technology industry and has been a board member of the Information Technology Association of New Zealand and the Information Technology Advisory Group. He supported the Knowledge Wave initiative to rapidly develop IT skills among New Zealanders, myriad education sector programs and a number of government-led initiatives that focused on technology growth and innovation.

Most recently, he has joined the NZICT Group – an industry association that aims to address issues within the IT industry to further New Zealand's productivity, competitiveness and economic growth.
