

Biography



Peter Hughes
Manager, Communications & Collaboration
Cisco Australia and New Zealand

Peter Hughes manages the Cisco Communications & Collaboration portfolio in Australia and New Zealand. Peter was appointed to this role in 2000 when he joined the company.

Peter is responsible for developing solutions and go-to-market strategies that will help improve customer collaboration and communication and help maintain Cisco as the leader in the industry. Peter's portfolio includes Cisco Unified Communications Manager®, IP Phones, Unified Messaging, Mobility, IP Contact Centre, video, WebEx and rich media solutions including the transformational Cisco TelePresence face-to-face communication experience. Peter works closely with the Cisco channel partner community and larger enterprise accounts.

Peter was instrumental in enabling Cisco to become the number one player in Australia for Unified Communications in 2007*.

Peter has over twenty years of experience in the IT industry. Prior to joining Cisco, Peter held various sales roles within Siemens Australia. Before moving to Australia in 1995 Peter held positions with British Telecom and GEC Plessey Telecommunications in the United Kingdom.

** According to Frost and Sullivan, Cisco led the overall market for Unified Communications in 2007.*
