



Ayelet Baron
Vice President, Strategy
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Ayelet Baron is Vice President, Strategy for Cisco Canada. She has earned recognition as an expert in online collaboration, global business strategy, and organizational change management. Baron is currently on the Executive Leadership Team of Cisco Canada, leading strategy and transformation. Prior to that she was on the executive team of Cisco's Emerging Markets, where she studied ways for emerging technologies to generate greater equity in emerging markets, as well as driving key sales initiatives internally at Cisco.

With more than 10 years of leadership experience at Cisco, including three global roles, Baron has a broad understanding of Cisco's business, culture, and values. She was selected as a Cisco Leadership Fellow, where she developed a social networking handbook for social good, which can be implemented by global nonprofit organizations to improve community building and information sharing. She worked with leading CIOs to develop a strategy to create better collaboration between social entrepreneurs and practitioners.

Prior to Cisco, Baron spent 16 years as a consultant managing the development, implementation, and measurement of key initiatives and programs for clients, including global Fortune 50 companies, embarking on major change initiatives.

Baron is a recognized industry leader and speaker on social networking, strategic change, emerging technologies, and business strategy. Her articles are published in *Communication World*, *Strategic Communication Management*, and *Across the Board*. She wrote a monthly column on strategy and management for *Strategic Communication Management* and also serves on its Advisory Board. She contributed a chapter on business strategy for the *IABC Handbook of Organizational Communication*. She has also served on the Board of Directors of Family and Children Services and works with youth in Kenya.

Baron holds a bachelor of arts degree in political science from York University, Toronto, a master of arts degree in political science from Hebrew University of Jerusalem, and is pursuing a doctorate in political science from the University of Toronto.

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