



Jeffrey Maddox
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As Vice President, Systems Engineering, Service Provider Sales at Cisco Canada, Jeff Maddox leads a national team of systems engineers in the service provider business segment. Collaborating with Cisco's senior customer executives in the service provider community, he is responsible for developing strategies that help customers overcome tomorrow's network obstacles. He is also the Chief Technology Officer for Canada's Service Provider Sales organization.

Maddox and his team collaborate with Canada's technical leaders, Cisco Chief Technology Officers, and business units to define technology solutions that are built to solve the most complex problems of tomorrow.

Maddox joined Cisco in 1999 and spent over 12 years as a member of the senior leadership team responsible for leading Cisco's optical product portfolio. Most recently he served as senior director of product-line management, where he led a global team that built networks with R&D projects in the United States, Europe, and India. Maddox was actively involved in several mergers and acquisitions initiatives, the last of which was an acquisition of CoreOptics GmbH which helped Cisco become a leading provider of 100G technologies.

Maddox holds a patent for his work in optical technologies with Cisco, and a bachelor's degree in electrical engineering from McMaster University.