



Rick Huijbregts
Vice President, Industry and Business Transformation
General Manager, Smart+Connected Communities
Cisco Canada

As Vice President, Industry and Business Transformation and General Manager, Smart+Connected Communities, Rick Huijbregts is responsible for Cisco Canada's Internet of Everything strategy and industry business development. He leads a team of experts dedicated to business transformation across Canada in all vertical industries (healthcare, oil and gas, financial services, education, real estate and industrial).

Huijbregts is also responsible for Cisco Canada's Smart+Connected Communities practice, including Smart+Connected Real Estate, and leads the development of Cisco Canada's communities, municipal, and real estate initiatives nationally.

In his previous role at Cisco, Huijbregts served as Vice President of Vertical Sales where he led a national team focused on developing sales practices and building solutions for industry-specific markets. Prior to this he was responsible for business development of Cisco's real estate sector in the United States, Canada, and Emerging Markets regions. He started at Cisco in 2005 as a member of Cisco's corporate real estate team.

Prior to joining Cisco, Huijbregts was executive director of the Center for Design Informatics at the Harvard Design School. He was also co-founder and CEO of Edificium Inc. and consulted for international clients AEW Capital, McGraw-Hill Construction, Aukett Architects, and Capital Planning Technologies.

In 2012 he was awarded the Queen Elizabeth II Diamond Jubilee Medal and was named one of the "Top 35 Persons to Watch in 2012" by Realcomm.

In addition to his responsibilities at Cisco, Huijbregts is the Executive-in-Residence at George Brown College in Toronto for the Centre for Construction and Engineering Technology, a faculty member of the Harvard Graduate School of Design Executive Education and serves on several boards of Canadian academic institutions and not-for-profit organizations.

Huijbregts holds a bachelor's degree in construction management from the Tilburg Polytechnical University in the Netherlands, a master's degree in real estate development and project management from Delft University in the Netherlands, and a doctorate from Harvard University with a specialization in real estate technology and investment management.