



B. Raghavendran
Vice President, Channel Operations and Commercial Strategy
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B. Raghavendran is Vice President, Channel Operations and Commercial Strategy, Cisco India & SAARC. In this role, Raghavendran or Raghu as he is also called is responsible for building and leading Cisco's partner efforts in the region. Raghu also focuses on reinforcing Cisco's presence in the commercial segment, which is among the key growth markets for Cisco in the region.

An industry veteran with over 15 years of experience in the technology industry, Raghu joined Cisco India in 1998 as an Account Manager for the company's banking and financial services vertical where he played a key role in achieving several strategic wins for Cisco India.

Subsequently, he headed the IT Services vertical, Western region where he grew the business significantly. Prior to joining Cisco, Raghu was a Regional Manager at Wipro Infotech.

Raghu has a Bachelor of Engineering degree and enjoys playing football among other sports.