



**Eduardo Alvarez**  
**Director, Latin America Partners Organization**

Eduardo leads the Channels organization for Cisco in Latin America and the Caribbean region since August 2009. Eduardo's role focuses on building loyalty with Cisco's partners in the region to enable long-term profitable growth. Eduardo's group is responsible for supporting Cisco's business in the region with more than xxxxx channel partners, representing Cisco's primary route to market.

Eduardo joined Cisco in January 2008 as Client Director for Telefonica Latin America, managing the strategic relationship with the service provider in the region.

Before joining Cisco Eduardo was the CEO of Sun Microsystems for México for just over two years, assuming the responsibility of all the company's operational and business functions. In 2006, Sun México was one of the subsidiaries with the greatest global growth.

Eduardo has a long career of more than twenty-five years in the IT industry, 10 of them at Sun Microsystems Ibérica, where he worked in different position, as Commercial Director, Partners & Alliances Director and Software Director, among others, with responsibilities in both Spain and Portugal.

Before joining Sun Microsystems, he founded DSD, a leading distributor of UNIX products in Spain, introducing, distributing and achieving a leadership position with products such as INFORMIX, UNIPLEX, Interactive UNIX and FrameMaker, among others.

Eduardo holds a degree in Telecommunications Engineering from the Polytechnic University of Madrid.