



Dario Lariato
Director, Commercial Segment Cisco Latin America

Dario leads the Commercial Segment, medium size companies and SMB segments, for Cisco in Latin America and the Caribbean since 2005. His main role is to identify fast growing segments, industries, and countries, and develop and execute strategies to capture these market opportunities. Building and leading field teams, as well as aligning with existing and new partners are part of his key responsibilities. Commercial has been the fastest growing segment for Cisco in the region for the past five years.

Before, Dario worked for nine years at Cisco Brazil. He held Regional Sales Manager for Enterprise and Commercial segments positions, responsible for growing Cisco share by selling new technologies, not only for existing but also for new customers. He also was Manager of Channel Organization, role focused on building loyalty, and Sales and Technical capacity with Cisco's partners. His first role was Channel Account Manager for Indirect Channels when he introduced the first distribution/reseller program in 1996.

His first contact with the Internet and Networking market was at Cyclades Informatica, that eventually became global and was acquired by Avoncent. As Account Manager, he was responsible for developing new partnerships and capturing the new ISP market. Before Cyclades, Dario worked for Itautec as OS400 System Engineer.

Dario holds degrees in Mechanical Engineering from Escola Politecnica da Universidade de Sao Paulo (USP), Master in Sales from Escola Superior de Propaganda e Marketing (ESPM), and Executive MBA from Fundacao Instituto de Administracao (FIA/USP).