



**Luis Rego**  
**Vertical Sales Director**  
**Cisco Latin America**

Luis Rego is the vertical sales director for Cisco in Latin America, responsible for sales and business development and sales for strategic customers in enterprise and public sector segments.

Luis has been with Cisco for more than 10 years in leading roles in consultative sales, business development and sales management both for Brasil and Latin America.

Luis has more than 20 years of Telecommunications market experience. Before Cisco Luis worked with technology providers and systems integrators such as AT&T, Telematics, StrataCom and CPM.

Luis has a Bachelor of Science in Eletronics Engineering from Mackenzie University, BA specialization in Finance, Master in Production and Information Systems from Fundação Getulio Vargas (FGV) an also executive management business specialization from Kellogg School of Management, Northwestern University.