



Mario Vargas
Director of Sales
Large Opportunities team, Latin America
Cisco

Mario Vargas is the Director of Sales for Cisco Latin America, leading the Large Opportunities Team. As part of the expansion plan of Cisco in Latin America with the big opportunities in countries like Brazil and Mexico, Mario will lead the investment projects in transformational areas like Cloud Computing and Smart and Connected Communities, S+CC.

Before, Mario was Director of Sales Services for the Public Sector in Emerging Markets (Latin America, Middle East, Africa, Russia and Central and Eastern Europe). In this position he was responsible for defining positioning and promotion strategies of Cisco services in those regions.

Previously he served as Services Territory Manager for Mexico and CANSAC regions (Central America, Caribbean, Venezuela, Colombia and Ecuador), operating out of Miami. In this role he was responsible for sales, business plan and the various functional groups of services in these countries.

Before relocating to Miami, Mario was Territory Manager of the Southern Region based in Buenos Aires, region that used to include Argentina, Chile, Peru, Uruguay, Paraguay and Bolivia as well CANSAC region.

Mario joined Cisco in 1998 as Account Manager for the Telecommunications Sector in Venezuela.

Prior to Cisco, Mario was a Commercial Director for IMPSAT in Venezuela between 1995 and 1997 and Commercial Director of Cygnus Integradores de Sistemas C.A., between 1990 and 1995.

Mario Vargas studied Systems Analysis at ORT Technological Institute of Buenos Aires, Argentina (1988), attended the Executive Program Strategic Marketing at IESA, Caracas, Venezuela (1992) and the Executive Development Program (EDP) at Wharton School, University of Pennsylvania (2006).