



Rodrigo Abreu
Managing Director
Cisco Brazil

Rodrigo Abreu is Cisco's General Manager and Operations Director in Brazil since December 2008.

Abreu joined Cisco five years ago, as the Business Development Director for Latin America, and one year after that took on the role of General Manager/Operations Director for the CANSAC region (Central America, North of South America and the Caribbean). In the two years as head of CANSAC, Abreu delivered significant results, becoming General Manager of the Year in FY07, and driving the region to achieve over 30% growth in FY08, effectively doubling the business in 2 years.

With over 15 years of experience in Telecommunications, Rodrigo led national and multinational organizations, working in Brazil and abroad, and was always a frequent public speaker in Telecom events, as well as a member of several telecom associations' advisory boards.

Having a Bachelors degree in Electronic Engineering from Universidade Estadual de Campinas (Unicamp – Brazil) and a Master degree in Business Administration from the Stanford University Graduate School of Business (California, US), Rodrigo started his career as a software entrepreneur, moving later on to the Brazilian engineering group Promon, where he held several positions in systems engineering, sales and marketing, business development and strategic planning.

While living in the United States in the late 90s, Rodrigo worked for the consulting company McKinsey and Co., in the Silicon Valley office. Back to Brazil in 2000, he became CEO of Promon IP and later of Promon Tecnologia, one of the largest Brazilian Systems Integrators, where he helped the company achieve wins that led to the implementation of over 50% of Brazil's national IP backbones and broadband infrastructure for some of the country's largest telecom operators, in partnership with Cisco.

In 2004, Rodrigo was appointed President of Nortel Networks in Brazil, and initiated a turnaround in the Brazilian operations of the company that led to two years of continuous growth. In Jun/2006, Rodrigo left Nortel to join the Cisco team.