



## Luís Lima

**A Career—and a Life —  
Built Upon Helping Others.**

### **What He Likes About His Job:**

Every day is different. The number of challenges is incredible, and there are always new customers, new problems, and new solutions created. The only routine is that there is no routine.

### **How He Became A Customer Service Support Specialist:**

He worked as a translator for a television station for 5 years, adding Portuguese subtitles to newscasts and television shows. This gave him a keen understanding of people and what makes them happy, and he decided to make a career out of helping people.

### **Mentor:**

His mother, who made sure he didn't fall into the bad habits that many children do, yet allowed him to make mistakes so he could learn from them. She taught him morals and ethics to ensure that he would be a well-rounded person.

### **On Living With A Disability:**

To him, it's more annoying than difficult. He doesn't feel sorry for himself; he uses what he has best and rises up to the challenges of life. He feels that Cisco accommodates disabled employees in the best way possible; by giving them the resources they need to do their jobs and drive their careers without pampering them.

### **Philosophies Of Life:**

The karma principle: anything you do to others comes back to you, whether good or bad. Try your best to help others who are worse off than you economically. Everyone has something to teach you, so never stop listening. Always strive to be a better person, and always look at how you can improve yourself.

### **Last Great Meal:**

Barbequed black pork; it's much more juicy and tender than ordinary pork.

### **Favourite Activities:**

Everything interests him; from photography and sports to music and the environment. He's been a Dungeon Master in Dungeons and Dragons for 15 years. He loves to debate with and challenge people. When he has nothing to do, he grabs a book, and keeps on learning.

### **What He'd Like To Do Next:**

Go to Japan. He's reading a book about Japan's straightforward culture, protocol, and logic of reasoning which are absolutely fascinating to him.