



## Joanne Rachel Bethlahmy

### Director, Retail/Consumer Packaged Goods Practice Internet Business Solutions Group

Joanne Rachel Bethlahmy, a director of the Retail and Consumer Packaged Goods (CPG) Practice within the Cisco Internet Business Solutions Group, is a seasoned marketing strategist who has helped grow companies across an array of industries. With 15 years of management consulting experience and 10 years of operational experience, she has worked with companies in CPG, retail, and technology—ranging from startups to Fortune 100 companies.

Prior to Cisco, Joanne was founder and president of Illuminate Consulting, doing market strategy for clients such as Gymboree, Peet's Coffee & Tea, Visa, and Ask Jeeves. She served as senior vice president of marketing for Chef Solutions and was a member of the public board of directors for Galaxy Nutritional Foods.

Joanne is a former Associate Partner with Andersen Consulting (now Accenture), where she sold and delivered engagements in growth strategy, organizational transformation, and customer relationship management for CPG and new-media clients in the United States and Europe. Clients included ConAgra, Clorox, Bahlsen, Callaway Golf, Corporate Express, Pacific Bell, Travelocity, and GTE.

Prior to Accenture, Joanne held consumer marketing positions with Frito-Lay, Quaker Oats and Maybelline, with P&L responsibility for multimillion dollar businesses.

Joanne has an MBA from the Haas School of Business, University of California at Berkeley; a JD from the University of California, Hastings College of Law; and a bachelor's degree in history from the University of California at Davis.



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