



Richard J. Cantwell

Vice President, Retail/CPG/Transportation/ Hospitality Internet Business Solutions Group

Dick Cantwell is vice president and worldwide lead for the Retail / Consumer Packaged Goods (CPG) / Transportation / Hospitality practice of the Cisco Internet Business Solutions Group (IBSG). He is a highly strategic leader and creative thinker, with more than 26 years of experience in consumer marketing, advertising, new product development, and leading business transformation through innovation. Cantwell's career includes P&L responsibility at two of the world's leading consumer packaged goods companies: Procter & Gamble (P&G), Gillette and Johnson & Johnson (J&J).

As a global vice president, Cantwell directed involvement in RFID after co-founding the Auto-ID Center at the Massachusetts Institute of Technology (MIT) in 1999. Cantwell was elected chairman of the Auto-ID Center Board of Overseers in 2001. Today, he serves as Chairman of the Board of Governors for EPCglobal, the global industry standards organization responsible for developing EPC standards and driving EPC adoption.

Cantwell's extensive background includes management of Gillette, Braun, Oral-B, J&J, and other leading brands. His experience in new product innovation and brand positioning led to numerous new product launches. In 1995, he was recognized as one of the Top 100 Marketers of the Year. In 2003, he received the New England Business and Technology Association Award for Innovation, and in 2004, he appeared on Computerworld's list of the Most Powerful People in Networking. In 2005, he was named one of the Top 25 Consumer Product Visionaries by *Consumer Goods Technology* for strides taken to better his company's business through technology.

Cantwell is a graduate of Harvard University, and received his master's degree in business administration from Dartmouth College.



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