



## Joanne Cheigh

### Director, Customer Experience Solutions Internet Business Solutions Group

Joanne Cheigh is the customer experience lead in Asia Pacific for Cisco's Internet Business Solutions Group (IBSG). IBSG works with many of the world's leading companies and governments to help them become more effective through changed business processes and intelligent technology deployment.

Cheigh is a seasoned strategist specializing in creating customer experience through emerging web technologies. She has deep expertise in decoding customer psychology, user-centered application design, and content architecture for interactive experiences. She brings many years of consulting experience across industries with clients such as A&E Television, American Express, Avaya, Citibank, Condé Nast, Ford Motor Company, JPMorgan Chase, Philip Morris USA, Thomson Corporation and Wells Fargo, among others.

Prior to joining Cisco, Cheigh was a senior strategy lead at Avenue A Razorfish (now part of Microsoft), advising Fortune 500 clients in the strategy and development of customer-facing portals and applications.

Cheigh has conducted extensive primary research, such as ethnographic studies, interviews, online surveys, and usability testing, and evaluated clients' delivery of consistent and compelling customer experience across multiple touch points.

Joanne received a bachelor's degree in psychology from Columbia University in the United States, and an international master's degree in business administration from INSEAD in France and Singapore.



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