



Jim Cooke

Managing Director, IT Innovations Internet Business Solutions Group

Jim Cooke leads the Innovations IT Practice in the Cisco Internet Business Solutions Group (IBSG), helping CIOs and CTOs develop and refine their IT strategies. With nearly 20 years of experience in information technology leadership and strategy, Cooke has led IT organizations in sales, marketing, service operations, e-commerce, manufacturing, and architecture. Prior to joining IBSG, Cooke was Cisco's chief IT architect and global head of enterprise architecture. He founded and managed Cisco's Enterprise Architecture (EA) organization, which subsequently became the foundation for Cisco's current IT strategy.

During his career with IBSG, Cooke has worked with dozens of Global 500 CIOs and CTOs, across all vertical industries, on IT optimization and business impact strategies. He has also been instrumental in influencing messaging on architectures such as Cisco's Service-Oriented Network Architecture (SONA), and in documenting their associated value proposition by developing tools such as Cisco's Net Multiplier.

During his IT career at Cisco, Cooke helped drive initiatives such as Cisco's first salesforce automation tool, ERP implementation, Cisco's product configurator, Cisco's e-commerce initiative, and the aforementioned EA initiative. He has also had leadership roles in Apple Computer's IT organization in addition to running his own consulting firm.

Cooke has a bachelor's degree in management information systems from California State University, Chico, and an MBA from California State University, San Jose. He also holds industry certifications from APICS and DCI.



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