



Peter Ford

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Peter Ford is the senior director leading the Emerging Markets Service Provider practice of the Cisco® Internet Business Solutions Group (IBSG). IBSG works with service providers, the public sector and a number of industries in the emerging markets to help them become more effective through business transformation and intelligent technology deployment.

Ford brings more than 15 years of strategy consulting, merger and acquisitions involvement, and telecommunications industry experience to IBSG, and leads a team spanning Africa, the Middle East, Latin America, Central and Eastern Europe, and Russia/CIS. His team is working on topics such as cloud computing, mobile retail innovation, IPTV, managed services, telecommunications regulation and national/corporate digital strategies.

Recent engagements include working with the government of Morocco to define the country's national broadband strategy, and working with a mobile operator to develop the strategy and business plan for the creation of a voice and data communications hub in the Middle East.

Prior to joining Cisco, Ford was the general manager of EMEA for Motorola Professional Services. He joined Cisco from RSM Robson Rhodes (now Grant Thornton), where he led the telecommunications, media, and technology division, along with the IT strategy consulting business. His previous consulting experience includes Cap Gemini Ernst & Young, PricewaterhouseCoopers, Reuters, SBC Warburg, and AT&T.



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