



## Douglas Handler

### Manager, Global Economics and Research Practice Internet Business Solutions Group

Douglas Handler is a manager with the Global Economics & Research Practice, Innovations Group of the Cisco Internet Business Solutions Group (IBSG). He specializes in using economic and econometric analysis in the ITC industry to identify, size, and forecast key market segments and their key growth drivers, model the impact of transformational activities on business and IT processes, and ascertain the ramifications of current economic trends to the ITC industry.

Prior to joining Cisco, Handler was a senior consultant with IBM, where he led a number of internal transformation projects using economic analysis in unique ways. His accomplishments included creating new methods to identify the size and growth of key ITC vertical industries, develop economic scenarios to support IBM's planning processes, and measure the decision factors customers use to outsource their internal businesses processes to third parties.

Prior to IBM, Handler worked at Dun & Bradstreet and its former subsidiary, Nielsen. At D&B, he was an expert in the dynamics of business growth. This work led to several academic papers, major newspaper articles and TV appearances on CNN and CNBC. At Nielsen, he focused on consumer spending issues, such as the impact of advertising, and the shifts in spending between major consumer categories. Handler's econometric modeling skills were honed during past tenures at the Board of Governors of the Federal Reserve Board and at Wharton Econometrics (now Global Insight).

Handler holds an masters degree with distinction in economics from Georgetown University, and a bachelors degree from Dickinson College. He is involved in many industry associations, and has taught economic theory at Sacred Heart University in Fairfield, CT.



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