



Leszek Izdebski

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Leszek Izdebski is director of the Media & Entertainment Group Service Provider team, Cisco Internet Business Solutions Group (IBSG). He is responsible for driving Cisco's thought leadership around the future of media, identifying evolving industry trends and assisting Cisco's clients in improving their business performance.

Throughout his more than 20 years of consulting experience with Accenture, Coopers & Lybrand, and others, Izdebski assisted media and telecom companies in transforming their businesses through the development of new products, product portfolio and media distribution strategies, and new business models. His strategic product and service development work includes social TV, IPTV, interactive TV, broadband music and gaming, and mobile gaming and media services.

He also created media joint ventures and partnerships, and ran strategy engagements for some of the world's largest media and telecom corporations and start-ups in the United States, Asia, Europe, and South America. He assisted some of the largest TV networks, studios, and media distributors transition to digital services and develop new business models and advertising services and products.

Previously, Izdebski was an executive producer of films, short videos, and music CDs, as well as a music producer. He also helped found and build several technology and media start-ups.

Izdebski has published research materials in the areas of artificial intelligence and interactive media, earning him industry awards, and has spoken at conferences and provided industry insights to various media outlets, ranging from industry publications to CNN.



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