



Howard Lock

Director, Transportation and Hospitality Internet Business Solutions Group

Howard Lock is a director with the Cisco Internet Business Solutions Group (IBSG) Transportation and Hospitality Practice. IBSG is a strategy consulting group that works with the world's leading companies to accelerate their successes through innovative deployment of technology and business process changes.

Exemplary guest experience is fundamental to hospitality success, but few organizations are effectively managing critical "moments of truth" to create a unique brand experience. As hospitality vertical lead, Lock works with the world's largest gaming and hospitality organizations to help transform their ability to deliver guest experiences that can create a sustainable competitive advantage.

In addition to his work in the Hospitality Vertical, Lock works with global transportation organizations in both the public and private sectors to identify and collaborate on organizational, technology, and business process transformation opportunities. A veteran of the transportation industry, Lock has more than 20 years of broad-based experience working with transportation clients.

Prior to joining IBSG, Lock headed the Transportation and Travel practice for Marconi Telecommunications, a global supplier of telecommunications and information technology equipment and services. He pioneered entry into new markets and created new partnerships and alliances. Prior to Marconi, Lock was with ARINC Inc., a globally recognized provider of telecommunications services, IT products, and system integration services to the global transportation and travel community.

Lock served as a pilot in the U.S. Navy and holds a bachelor's degree in mechanical engineering from the U.S. Naval Academy, and a master's degree in information technology from George Washington University.



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