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Jeff Loucks is a senior consultant with the Internet Business Solutions Group (IBSG), the global consultancy arm of Cisco. Cisco IBSG's role is to help companies become more competitive through technology deployment and effective business processes.

As a senior manager in Cisco IBSG's Economics practice, Loucks' focus is on financial services and retail. As a major contributor to Cisco's thought leadership, Loucks has led many large-scale primary research studies in the United States and globally. Prior to joining Cisco, he was president of a boutique consulting firm that served Fortune 500 technology companies.

Loucks graduated *summa cum laude* from The Ohio State University with a bachelor of arts degree in political science. He holds a master of arts and a Ph.D. in political science from the University of Toronto.



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