



## James Macaulay

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James Macaulay is a director in the Internet Business Solutions Group (IBSG), the strategic consulting arm of Cisco, where he heads the organization's research team. Macaulay has spent more than a decade examining the impact of information technology across industries in domains ranging from innovation, to supply chain, to "green" strategies. He has been quoted on technology matters in numerous leading media venues, including *BusinessWeek*, C-SPAN, and *Los Angeles Times*.

Before joining IBSG, Macaulay was a partner with VerticalSpark, a boutique consulting firm he co-founded, focusing on market intelligence, marketing communications, and sales training for high tech companies such as EMC and Oracle. Prior to VerticalSpark, he worked as an analyst at Gartner, Inc., where his clients included many of the largest global technology firms, such as Accenture, Microsoft and SAP. He began his career as a trade policy analyst with the Department of Foreign Affairs and International Trade at the Canadian Diplomatic Mission to the European Union, focusing on the early transatlantic regulatory issues surrounding e-commerce and Internet governance.

Macaulay holds a bachelors degree with honors in Political Science from Dalhousie University, and a masters degree, also in Political Science, from the University of Toronto.



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