



Matt Maddox

Director, Retail/Consumer Products and Transportation Internet Business Solutions Group

As a member of the Cisco Internet Business Solutions Group (IBSG), Matt Maddox advises retail, consumer packaged goods (CPG) and transportation customers on strategic business issues. Recently, Maddox led the Cisco team in writing Procter & Gamble's global communications strategy, and he also sits on P&G's Communications Steering Committee.

Maddox led Cisco's retail ecommerce engagement with Australia's largest retailer, Coles Myer, and helped develop an award-winning internal sales portal, sales.fedex.com, for FedEx. Maddox has been recognized as the Top Area IBSG Performer at the GSM in 2004 and 2005, and was recognized for the Top Strategic Win in 2005.

Prior to joining the IBSG team, Maddox was a senior manager in Kurt Salmon Associates' eStrategy Practice. His primary responsibility at KSA, a premier retail consultancy, was the development of e-business solutions for Fortune Global 500 retail clients. His experience includes the development of Internet retailing strategies for a major UK retailer and the founding of KSA's eSMART initiative that defined KSA's go-to-market strategy for e-business consulting services.

Maddox founded a startup based in the Czech Republic that assisted newly privatized Czech manufacturers with marketing their products to Western Europe and the United States. He also served as a cavalry officer and Airborne Ranger in the U.S. Army.



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