



## Richard Medcalf

### Lead, Economics Practice, European Markets Internet Business Solutions Group

Richard Medcalf is the European lead in the Economics Practice within Cisco's Internet Business Solution Group (IBSG). In this role, he assists Cisco's strategic customers and partners to understand the economic drivers governing their business, and their impact on corporate and competitive strategy. He brings more than 10 years of strategy consulting experience, working with players across the IT, telecoms, and media value chain, as well as for numerous financial institutions and public sector bodies.

Prior to joining Cisco, Medcalf was a principal consultant at Analysys Consulting, a telecoms and media strategy consulting firm, where he was primarily responsible for directing strategy, finance, and regulatory assignments for service providers (SPs). His experience includes more than 20 due diligence assignments in support of equity or debt deals, the development of 3G mobile strategies, and broadband Internet market entry strategies for major SPs, retail tariff optimization for fixed and mobile service providers, direction of the development of the global network profitability model for a global network operator, and leading scenario planning work at the board level in a major European SP.

Medcalf holds a first-class masters degree from Oxford University.



Cisco Internet Business Solutions Group (IBSG)