



Shane Mitchell

Program Manager, Connected Urban Development Internet Business Solutions Group

Shane Mitchell is global program manager of the Connected Urban Development (CUD) program within the Cisco Internet Business Solutions Group (IBSG). Connected Urban Development is a commitment under the Clinton Global Initiative to help cities reduce carbon emissions by applying innovative, technology-based approaches and broadband strategies.

Mitchell is responsible for coordinating CUD's commitment, cooperation, and exchange with CUD partner cities, including Amsterdam, Seoul, San Francisco, Birmingham, Hamburg, Madrid, and Lisbon. Mitchell and the wider CUD team are charged with ensuring the initiation and evolution of ground-breaking projects so that they can be replicated and scaled to other cities worldwide. Mitchell also drives the development of CUD's online community in the areas of social networking, web presence, and webcasts of CUD solutions to achieve scalability objectives.

Prior to managing the CUD program, Mitchell was with the IBSG Innovations Research Practice, where he applied his experience in broadband and networking technologies, market research, and social networking to a number of IBSG engagements in the public sector and service provider segments across Europe and emerging markets.

Before joining Cisco in 2007, Mitchell worked extensively in the networking and service provider markets, including start-ups and global business ventures. He has particular experience in the areas of IP-based business models and business and marketing strategies, helping companies transition to next-generation IP networks.

Mitchell has a B.A. in Economics from Kingston University, London and a M.Sc. in International Business from Birkbeck, University of London. He is a professional member of the Chartered Institute of Marketing (MCIM).



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