



Andy Noronha

Manager, Market Intelligence,
Service Provider Practice
Internet Business Solutions Group

Andy Noronha is manager of market intelligence for the Service Provider (SP) practice of the Cisco Internet Business Solutions Group (IBSG). He leads global SP market intelligence operations to support IBSG's strategy consulting engagements. He also plays a central role in managing IBSG's primary research process.

Before joining Cisco, Noronha co-founded a market research and consulting firm focused on helping technology vendors to improve their sales and marketing efforts in vertical markets. For seven years, he managed an international team of analysts to deliver strategic consulting and research to large technology vendors, such as EMC, PeopleSoft, and Cisco.

As strategic marketing manager for Nexgenix, a regional systems integrator, Noronha helped to build an internal strategic sales support group to provide business development support to the firm's sales organization.

Noronha began his career as an analyst at Gartner, Inc., where he focused on technology trends in the utilities and oil and gas industries.

Noronha holds a bachelors degree in bioengineering from the University of California at Berkeley.



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