

Scott Puopolo

Vice President, Global Practices Lead
Cisco Internet Business Solutions Group



For Scott Puopolo, orchestrating virtuoso talent into a harmonious whole is the most exciting job of all.

Happily for him, at the heart of Cisco's Internet Business Solutions Group lies a vast and diverse mix of world-class expertise. As leader of Cisco IBSG—the company's global executive consulting organization—Puopolo inspires and guides all of that talent into a tightly honed force, ready to tackle the most vexing technical, strategic, and managerial challenges in an age of radical change.

“As I look at IBSG as a group of individuals,” Puopolo stressed, “what I like about it is that I am leading a group of exceptionally bright experts in their fields who are not afraid to drive disruptions in our respective markets—and have the gravitas to do that.”

Under Puopolo's leadership, Cisco IBSG develops new market opportunities for clients by delivering C-level executive consulting services, industry-shaping thought leadership, and innovative solution design and incubation. The organization's consultants act as trusted advisers to help customers make transformative decisions that turn visionary ideas into value.

What makes Cisco IBSG unique, Puopolo added, “is our ability to help customers link strategy with operations and technology. We're not just offering ideas for the sake of ideas; the way we are measured is in how we help our customers execute on the basis of the pragmatic recommendations that we develop.”

But then, for Puopolo, driving industry transformation while coordinating dazzling talent is nothing new. His own diverse background and expertise—at Cisco, Accenture, and beyond—runs the gamut from corporate and product marketing

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strategy to operations strategy. It includes work at the cutting edge of telecommunications, media, private equity banking, financial services, retail, and wholesale high-tech distribution. And it is highlighted throughout by innovative, forward-thinking leadership and highly creative problem solving.

Throughout his career, Puopolo has also brought a keen intuition to the highest levels of decision making, steering courses of action on acquisitions, cross-functional transformation initiatives, strategic business direction, and new-market sensing.

Before leading Cisco IBSG, Puopolo was vice president of the organization's Global Service Provider Practice, where he began a complete organizational restructuring in 2007. During a time of accelerated change for SPs around the world, Puopolo was ahead of the curve as an explosion in social media, hand-held devices, and mobile cloud computing rattled the industry. He drew upon that expertise as a valued member of Cisco's global Service Provider Board, Mexico Board, and Healthcare Board, each made up of executive leaders with directional oversight in sales, business development, engineering, products, and new technologies.

With Cisco IBSG's "Connected Life" initiative, he and his team empowered SPs to adapt to the vastly expanded scope of service that customers were demanding for work, play, and heightened collaboration. Thus, those SPs have been able to own the transformation, while benefiting greatly from a rapidly expanding consumer market. With the ascendance of the cloud, Puopolo has become a prime mover in Cisco IBSG's strategy to harness this game-changing transformation, clarifying the impact of cloud service models across global customers in the retail, financial services, and manufacturing industries, as well as the public sector.

Puopolo has also led initiatives and authored thought leadership on future trends in telepresence, Internet television, digital content delivery, integrated network-IT strategy, and advanced advertising, among many others. He has formulated growth strategies for major utilities while sharing his SP expertise as an executive sponsor, driving initiatives for emerging government services.

Puopolo's globe-trotting has brought him to numerous states, nations, and continents to collaborate at the highest levels of industry and government leadership. He has worked extensively in emerging markets in Asia, Africa, and Latin America, where Cisco has long committed to unlocking potential growth through the adoption of broadband and associated services. And he continues to support clients seeking to maintain their competitive edge in established markets as he and his team offer innovative thought leadership and rigorous, next-generation management consulting.

Prior to Cisco, Puopolo ventured into merchant banking and private equity investing, mostly related to technology. And for nearly 15 years he was a partner and senior engagement manager at Accenture, where he led the company's North American Telecommunications Strategy Practice, as well as the Eastern U.S. and Canadian Communications, Media, and High Technology Strategy Group. At Accenture, Puopolo and his teams developed points of view and

initiatives on digital content commerce, managed network services, and mergers and acquisitions in the telecom industry.

Puopolo graduated cum laude from Harvard University, where he was a Harvard College and Charles J. Paine Scholar. He earned his MBA from the Wharton School of the University of Pennsylvania, where he majored in strategic management and marketing.

When he's not busy guiding Cisco IBSG to new heights, Puopolo's passion for orchestrating and harmonizing creative ideas does not stop. He is also a gifted multi-instrumentalist who writes, produces, and records music in the Manhattan apartment he shares with his wife, two sons, and 18 guitars.

More Information

Cisco Internet Business Solutions Group (IBSG), the company's global consultancy, helps CXOs from the world's largest public and private organizations solve critical business challenges. By connecting strategy, process, and technology, Cisco IBSG industry experts enable customers to turn visionary ideas into value.

For further information about IBSG, visit <http://www.cisco.com/go/ibsg>.



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