



Reshaad Ahmed

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Reshaad Ahmed is a vertical manager on the Emerging Markets Service Provider team in the Cisco Internet Business Solutions Group (IBSG). IBSG is a strategy consulting organization that works with the world's leading companies to accelerate their successes through innovative deployment of technology and business process changes.

Ahmed is based in South Africa, one of Cisco's "Emerging 8" countries within the Emerging Markets theater, where he is responsible for leading service provider engagements linked to Country Transformation.

Prior to joining Cisco, Ahmed worked at Lifetree, Protek, and LogicaCMG, all of which have all played major roles in the African market's billing and OSS arena over the last decade. As a result, he gained an intimate knowledge of the OSS/BSS environments of mobile operators and fixed line operators. He also advised and designed solutions and product architectures for mobile consumers.

Ahmed has also successfully managed continental startup businesses that focused on the Middle East and Africa region. In his last role, he served as operations/managing director of Lifetree for the African continent, which contributed skills to complement his passion for technology and innovation, along with providing an in-depth understanding of the business environment of service providers in developing countries.

Ahmed studied programming, system design, and, more recently, strategy and business management at a leading South African business school.



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