Rick Hutley

Vice President

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In a meeting with the board of directors of a multibillion dollar retail grocery chain, Rick Hutley listened attentively while board members discussed the state of the industry and their thoughts on the company and its future. As the conversation turned to store enhancements and expansion, Hutley broke in with the kind of provocative challenge that has become a hallmark of one of Cisco's top technology visionaries: "You're not in the business of helping people shop. You're in the business of helping people *eat*."

Hutley then took to the whiteboard and started diagramming advanced technology solutions that would help the grocery giant make it easier for people to do just that. For example, he outlined a solution that lets a consumer enter a favorite food into a cell phone—wild salmon, say—and get back recipes and associated shopping lists of all of the ingredients. The customer would make his selection, purchase the goods via the phone, and the retailer would have them bagged and ready for pickup at a nearby store. "Better yet," Hutley posed, "why not deliver the order directly to the customer's house so he never has to set foot in the store?" That session led to a slew of possible solutions that could help the grocery giant innovate its way to greater revenue, profits, customer satisfaction, and industry leadership.

It is this singular approach—pinpoint the end game, *then* apply the technology—that has made Hutley not just a renowned technologist, but a leading business process adviser as well.

Cisco Internet Business Solutions Group (IBSG)

Hutley is vice president, Global Innovations Practice for the Cisco Internet Business Solutions Group (IBSG)—the company's global strategic consulting arm. It is in that capacity that he advises business leaders in every industry about how technology—and more often than not, Intelligent Network technology—can help businesses achieve their goals. His counsel is underpinned by his extensive knowledge of every major enterprise technology available today—from call center, collaboration, and supply chain to data center, virtualization, security, and business continuity, to name some. His insight is a culmination of significant industry experience. Before joining Cisco, Hutley was CIO of British Telecom's Concert Communications Company, and prior to that, director of information systems for Syncordia Corporation.

Hutley is a "renaissance man" who is well read and conversant in many broader fields of science and technology. He speaks on everything from "green technology," to the future of the Net, to his long-term predictions for technology and business. One of his recent prognostications is that software as we know it will disappear and will be replaced by "self-constructing applications." Intelligent networks, together with the massive processing power of computers, will team up, automatically assembling software to meet any consumer or business request.

For Hutley, the future is never far away. At a recent meeting with top surgeons from a leading medical school, Hutley and the medical doctors brainstormed on futuristic, network-enabled surgical devices. Noodling possibilities with the leadership of a major online financial institution, Hutley led a productive session that was sparked by yet another of his famously provocative questions: "Isn't it about time we got rid of the concept of money?" He went on to predict that as banks move into the business of "life-enablement," securing goods rather than exchanging dollars will become their prime value proposition.

A born "fixer" with a huge intellect and insatiable curiosity, Hutley is an amateur astronomer, a software programmer and member of the British Computer Society, an expert woodworker, a ballroom dance instructor, and a judo practitioner. His love of consumer electronics and computers is perhaps surpassed only by his fondness for big, spacious whiteboards—the favorite tool of this inveterate theorist and "end-game" architect.