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Alicia Swanson is a senior manager focused on public relations for the Cisco® Internet Business Solutions Group (IBSG). She develops innovative domestic and international communications strategies that raise the visibility of IBSG thought leaders with the press and analyst communities, as well as with internal stakeholders, Global 500 CXOs, and industry influencers.

In her 20 years in public relations, Swanson has held various positions in PR agencies, most recently as a vice president at Porter Novelli, Bay Area. Primarily centered on technology and non-profits, Swanson has worked with some of Silicon Valley's biggest tech companies—Adobe, Agilent, Hewlett-Packard, Pay By Touch, Polycom, SCO, Unisys, and TDK—as well as with startups. In addition, she has supported a host of non-profits, including the American Heart Association, Global Fund for Women, InnVision, and the Santa Clara Chorale.

Swanson earned a bachelor's degree from Regis University in Denver. She graduated with a double major in communications and political science.

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