



Markus Schaerer

Director, Insurance Practice, European Markets Internet Business Solutions Group

Markus Schaerer leads the Insurance Practice in the European Markets for the Cisco Internet Business Solutions Group (IBSG). IBSG works with many of the world's leading insurance companies to help them become more competitive through effective business processes and technology deployment.

In his current role, Schaerer has developed sales and distribution strategies, along with concepts for helping leading insurance groups to grow employee productivity. He has supported the launch of a corporate university, and helped develop a new people strategy for a world leader in private and retail banking that delivered measurable top- and bottom-line results.

Schaerer brings solid industry knowledge and broad experience to Cisco. Prior to joining Cisco, he was partner for Arthur Andersen's Financial Services Practice in Switzerland. At Andersen, Schaerer was instrumental in delivering high-profile, value-generating projects in the areas of business strategy, customer-focused business process reengineering, shared service, and mergers and acquisitions.

Prior to Andersen, Schaerer spent 20 years with IBM in a variety of sales, marketing, and services management positions, most recently as principal of the insurance practice for IBM Consulting Group.

A native of Switzerland, Schaerer graduated from the University of Zurich with a law degree.



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