



James Vila

Director, Enterprise Business Transformation, US ESO Internet Business Solutions Group

James Vila is a director in the Enterprise Business Transformation Practice of the Cisco Internet Business Solutions Group (IBSG), with a focus on developing the strategic Collaboration and Customer Experience solutions that IBSG will bring to US Enterprise Customers.

Vila joins Cisco from Peppers & Rogers Group / Carlson 1 to 1, one of the world's premier customer strategy consulting firms, where he was principal / leader of the Customer Experience Center of Excellence. He brings a rare combination of being both a thought leader and an action-oriented practitioner, with a unique ability to create measurable customer experience strategies that deliver demonstrable business returns. Prior to joining Peppers & Rogers, Vila was a senior strategic planner in one of Europe's leading direct marketing and interactive advertising agencies.

Vila has worked with some of the biggest and most innovative companies in the world, developing multichannel relationship marketing and customer experience strategies for organizations as diverse as Wells Fargo, ADT, Electronic Arts, Tesco, Harrods, HP, Ford, and Volvo. He has appeared on speaker platforms in both the United States and Europe, addressing subjects such as the likely impact of Web 2.0 in development of customer interaction strategies and the broader customer experience. Vila has authored a number of white papers and articles, and is acknowledged as a contributor to Don Peppers' and Martha Rogers' latest book, Return on Customer.

Vila is an International History, Politics and Economics graduate from Leeds University in the UK.



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