



Hal Gurley

Senior Director, Service Provider Solutions Internet Business Solutions Group

Hal Gurley leads a global consulting practice within the Internet Business Solutions Group Service Provider (IBSG SP) vertical. IBSG works with customer executives to accelerate their business success in using the Internet for competitive advantage. IBSG SP teams have built an impressive set of customer success stories by helping major telecom operators in every region of the world drive new IP-based services revenue, reduce operational costs through innovative operating models, and improve productivity with internal e-enablement.

Gurley directs an international team responsible for creating Cisco thought leadership and best-practices content around winning telecom business strategies and financial models. His team applies this thought leadership in strategic customer engagements, and by working with global IBSG vertical consultants who engage in key revenue and cost-optimization opportunities as the telecom industry transitions to IP-based Next-Generation Networks.

Earlier in his career at Cisco, Gurley managed Cisco's Professional Services business across Europe, the Middle East, and Africa (EMEA)—a \$100 million annual business comprising more than 400 engineering and project management professionals.

Prior to joining Cisco in 2000, Gurley was director, Internet/IP at Swisscom, the Swiss incumbent telecom operator, where he led a cross-functional organization that designed and launched the first MPLS-based IP-VPN service platform in Europe. Before Swisscom, he was VP, R&D and later CTO for Schweizerische Industrie-Gesellschaft (SIG), a 150-year-old Swiss industrial holding company with over \$1.3 billion in annual sales.

Gurley holds bachelor's and master's degrees in electrical engineering from the Georgia Institute of Technology (U.S.), and an executive MBA from IMD in Switzerland.



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