



**Melissa Selcher**  
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Melissa Selcher is Director, Analyst Relations for Cisco, responsible for leading the company's industry analyst relations program. Selcher's team works closely with the industry analysts around the globe who track, advise, and report on Cisco's business and markets.

Before joining Cisco, Selcher was the Director, Analyst Relations at Sun Microsystems and ran the global team responsible for industry analyst relations. Selcher was also the Director of Marketing for Matrix Semiconductor (acquired by SanDisk in 2005) where she had responsibility for all aspects of marketing including corporate communications, direct marketing and web/online marketing. Selcher also worked as a marketing manager for Continental Airlines and a marketing and communications director for Trilogy Development Group.

Selcher has a BA from Princeton University and an MBA from the Haas School of Business at Berkeley. Selcher lives in Burlingame, Ca with her husband and 2 children.